

# You're Invited

Learn how to effectively convert your leads to leases from our industry experts!

## Internet Leasing University

Presented by Apartments.com

**Date:** Tuesday, April 6, 2010

**Cost:** FREE for the first 50 people who register  
After that, \$10 per person

**Location:** Hyatt Place Grand Rapids – South  
2150 Metro Lane  
Wyoming, MI 49519

**Time:** 8:30 am - 9:00 am Registration and Breakfast  
9:00 am - 12:00 pm Internet Leasing University

**Presented By:** Janice Maher, Advertising Consultant, Apartments.com  
Marc Glasstetter, Regional Sales Manager, Apartments.com

**Limited Seating!** RSVP today to Janice Maher by calling (616) 802-0583 or email [jmaher@apartments.com](mailto:jmaher@apartments.com). All positions are invited and encouraged to attend. Please plan to arrive a few minutes early for registration and a light breakfast.

The Internet Leasing University presented by Apartments.com will teach you and your leasing team what it takes to be savvy online marketers by effectively managing Internet traffic and leads, turning those leads into leases and maximizing your advertising return on investment.

- Learn how renters research their move and find your property online
- Identify follow-up techniques to turn Internet leads to signed leases
- Calculate your community's cost-per-lease
- Track and evaluate your online marketing plan
- Share best practices and success stories
- And much more!