

Rental Site Rankings

Calgary



Spring 2010

How to Use Your Report

Search Rankings

These rankings show which rental sites get the most traffic from renters who search online for a place to live. The rankings reflect the search results that renters will see based on their specific geographic location. For example, someone searching for 'apartment for rent' on a computer in Dallas will get different results than someone doing the same search in New York.

Choosing a Site

There are a number of factors to consider when choosing a rental site to advertise with. Obviously, choosing a site that gets a lot of traffic from renters **in your local area** is of critical importance. You can use this report to narrow down your choices to the best sites for your location and housing type.

Other factors to consider include:

1. Once on the site, how easy is it for a prospective renter to find your ad?
2. Does the site give you the tools to create a compelling ad that will stand out from the competition?
3. Does the cost of advertising on this site fit your budget?
4. Are there other features or benefits offered that are important to you?

Making Your Ad Stand Out

Choosing a good site to advertise on is important, but it is also critical to create an ad that stands out from the dozens or hundreds of other ads on the site. You want your ad to be the ad that renters click on, and you want them to give you a call after looking at the ad. Here are a few tips on making your ad stand out. There are also a few resources for further reading listed in the Appendix.

1. Create a heading/byline that stands out. "House for rent" will just blend in with all the other ads that say "House for rent". Try something unique like "Be King of this Castle".
2. Use compelling photographs. There are right and wrong ways to take real estate photographs, and they apply both to selling and renting. You can find links to more information in the Appendix.
3. Emphasize benefits instead of features. For example, instead of saying "living room fireplace", say "snuggle up next to your cozy fireplace on cold winter nights". Don't just mention that there is a dishwasher and in-suite laundry; stress the convenience and time savings as well.
4. Help your potential renters to visualize themselves in your place. Make it personal. Instead of "the open living-dining area is great for entertaining", say "you'll love entertaining in the open living-dining area".
5. Don't forget to sell the location as well as the rental unit. Proximity to amenities, parks, and public transit are great selling features.
6. Use your space well. With an online ad you have plenty of room to explain the benefits and help your potential renter visualize their lifestyle when living in your rental. There's no need to use abbreviations. On the other hand, just because you have pages of space to write in doesn't mean you should use them all. Keep your writing relevant and on point so your reader doesn't lose interest.
7. Always end your ad with a call to action - "call now!" or "act quickly before it's gone!" If a renter is interested you want them to take the next step now, while you have their attention.

How to Read Your Report

Top Searches

This section tells you what keywords were used most by renters in the past month. 'All Search Phrases' adds up dozens or hundreds of combinations to indicate approximately how many searches there were for that city and housing type in total. This can give you a rough idea of how many people search for apartments vs. houses, for example, in that city. You'll notice that far more people look for apartments than houses, condos, or rooms for rent, which is what we'd expect.

Search Rankings

The sites are listed in order of how much traffic they are likely to receive from potential renters. If one site has a score of 100 and another has a score of 50, that does NOT mean that the first site gets exactly twice as much traffic as the second site. It does provide a rule of thumb to suggest that sites with scores of 100 and 90 get roughly similar amounts of traffic, and sites with scores of 100 and 20 do not.

The results are specific to the particular city. Search engines will give different results for the same search terms, depending on the geographic location of the searcher. (Yes, Google and Yahoo know where you are!) That way, they can give relevant results to someone who searches for 'apartment for rent'.

The results are broken down by housing type. As you'll see in your report, different sites specialize in different housing types and the search engines recognize that.

The scores are based on a formula that takes into account what terms people are using to search, what search engines they are using, and where the different sites rank in each engine for each of the hundreds of search terms considered. The actual number assigned to each site doesn't have any special significance. What's important is how the score compares to the other sites in its category.

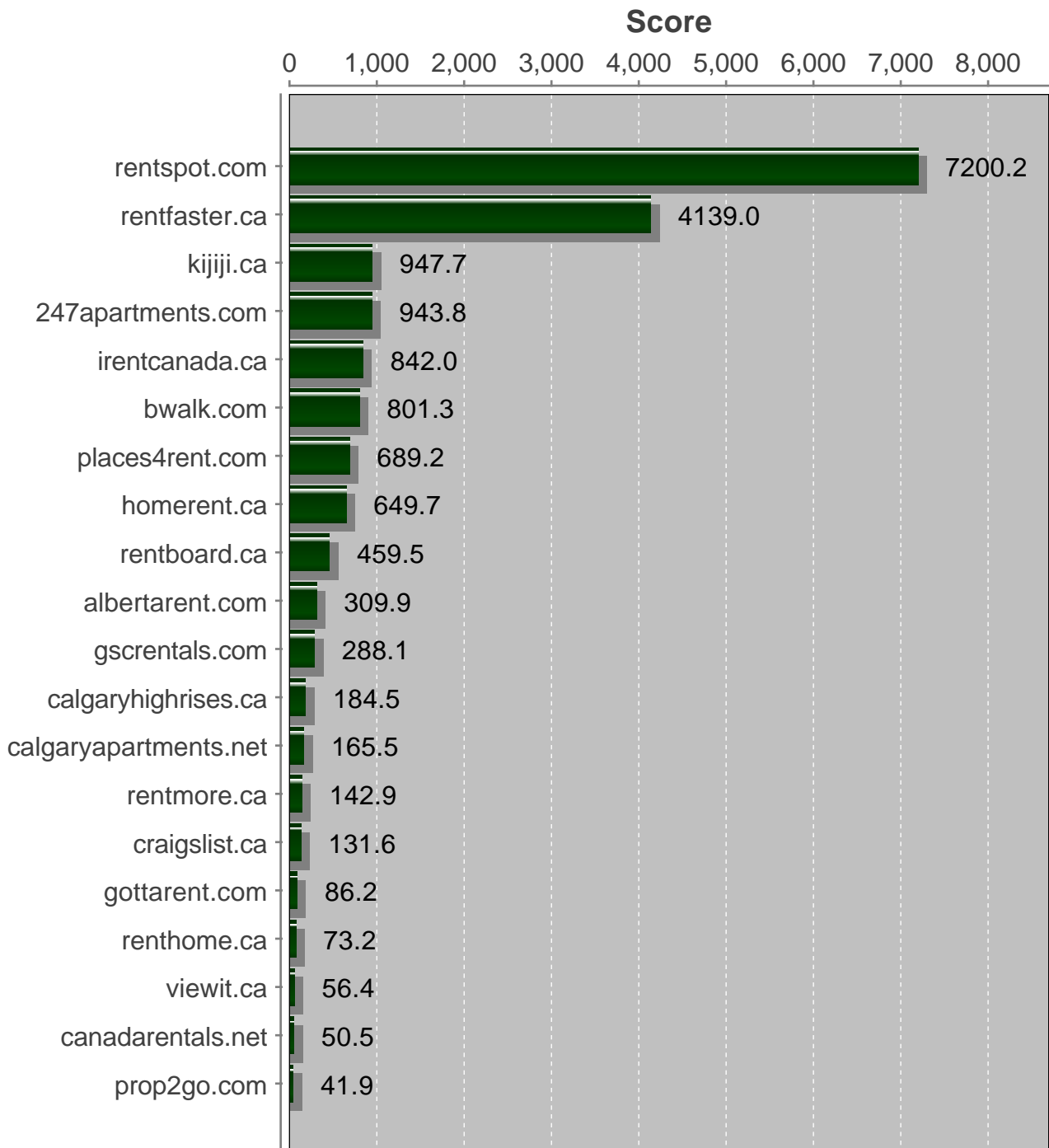
You'll notice the scores for apartments are much higher than the scores for other categories. This is because there are so many more searches for apartments than for other housing types.

Rankings for Apartments

Top searches for 'Calgary' and 'Apartments'

Search Phrase	Searches per Month
apartments for rent in Calgary	4400
Calgary apartment rentals	2900
Calgary apartments	2400
Calgary apartments for rent	1300
apartments for rent Calgary	1300
All Search Phrases	20613

Search Rankings

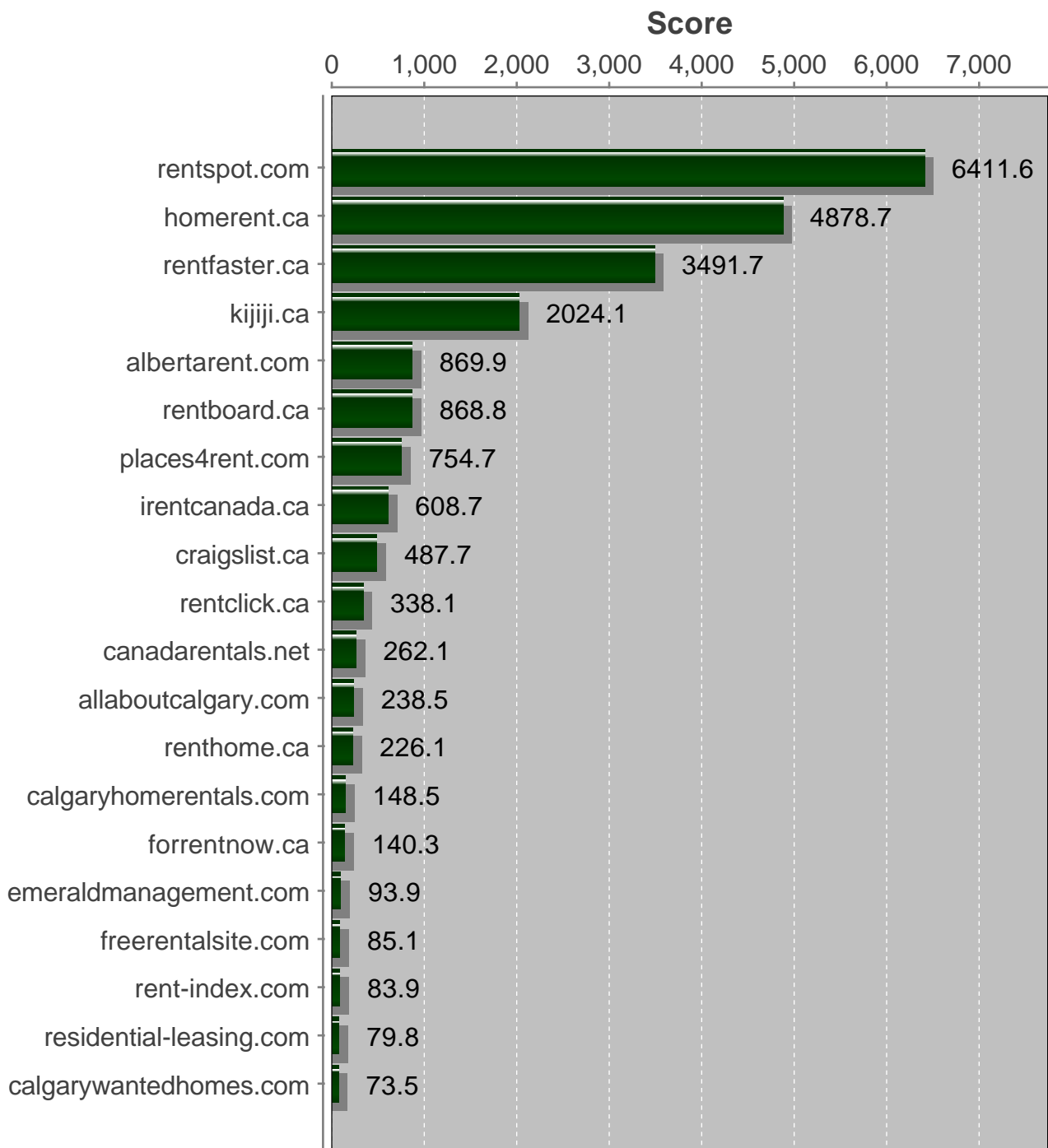


Rankings for Houses

Top searches for 'Calgary' and 'Houses'

Search Phrase	Searches per Month
house for rent Calgary	5400
houses for rent in Calgary	3600
Calgary homes for rent	1600
homes for rent Calgary	1600
Calgary houses for rent	1600
All Search Phrases	24709

Search Rankings

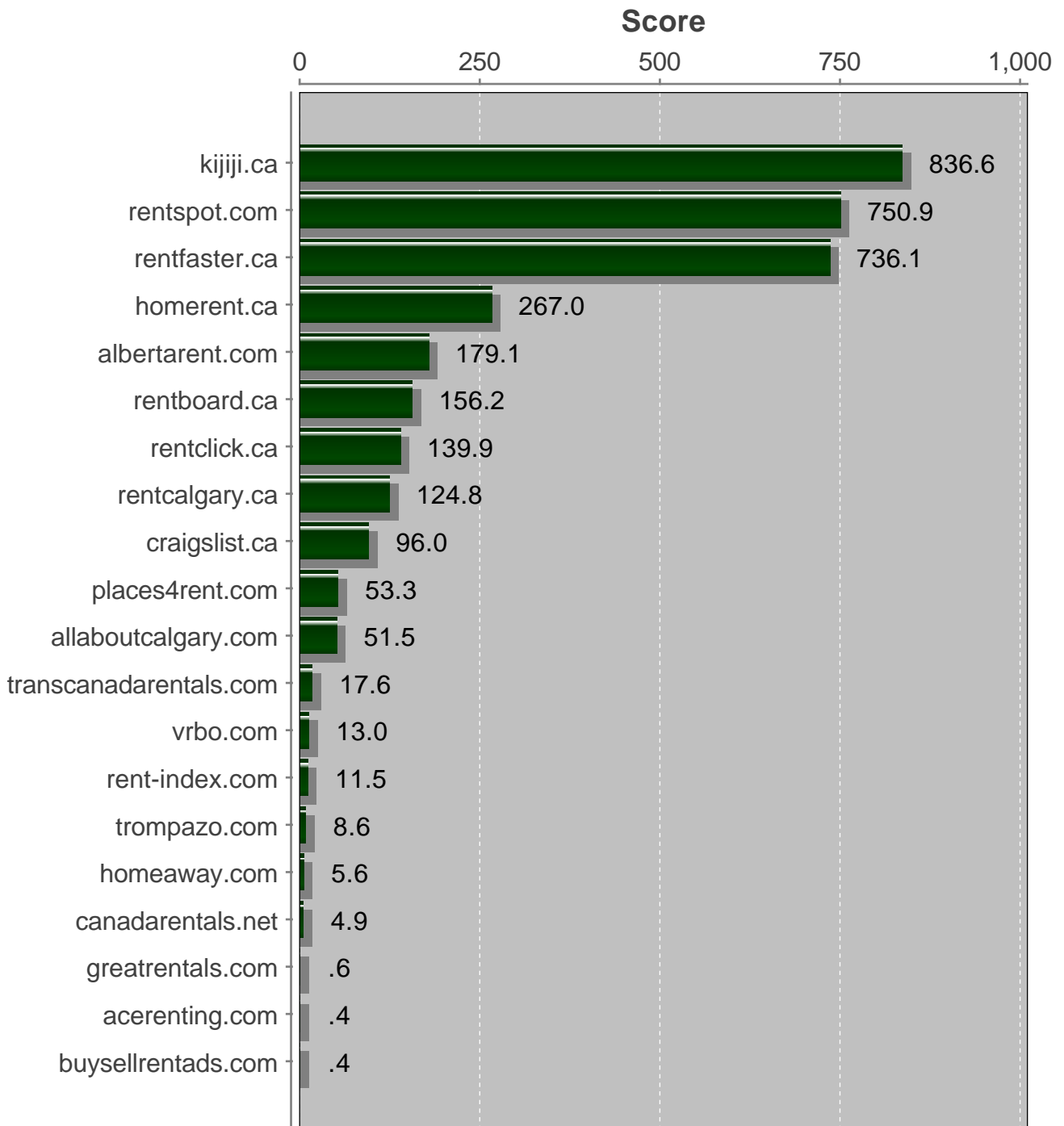


Rankings for Condominiums

Top searches for 'Calgary' and 'Condominiums'

Search Phrase	Searches per Month
Calgary condos for rent	590
condo for rent Calgary	590
condos for rent in Calgary	480
Calgary condo rentals	480
condos for rent Calgary	390
All Search Phrases	3899

Search Rankings

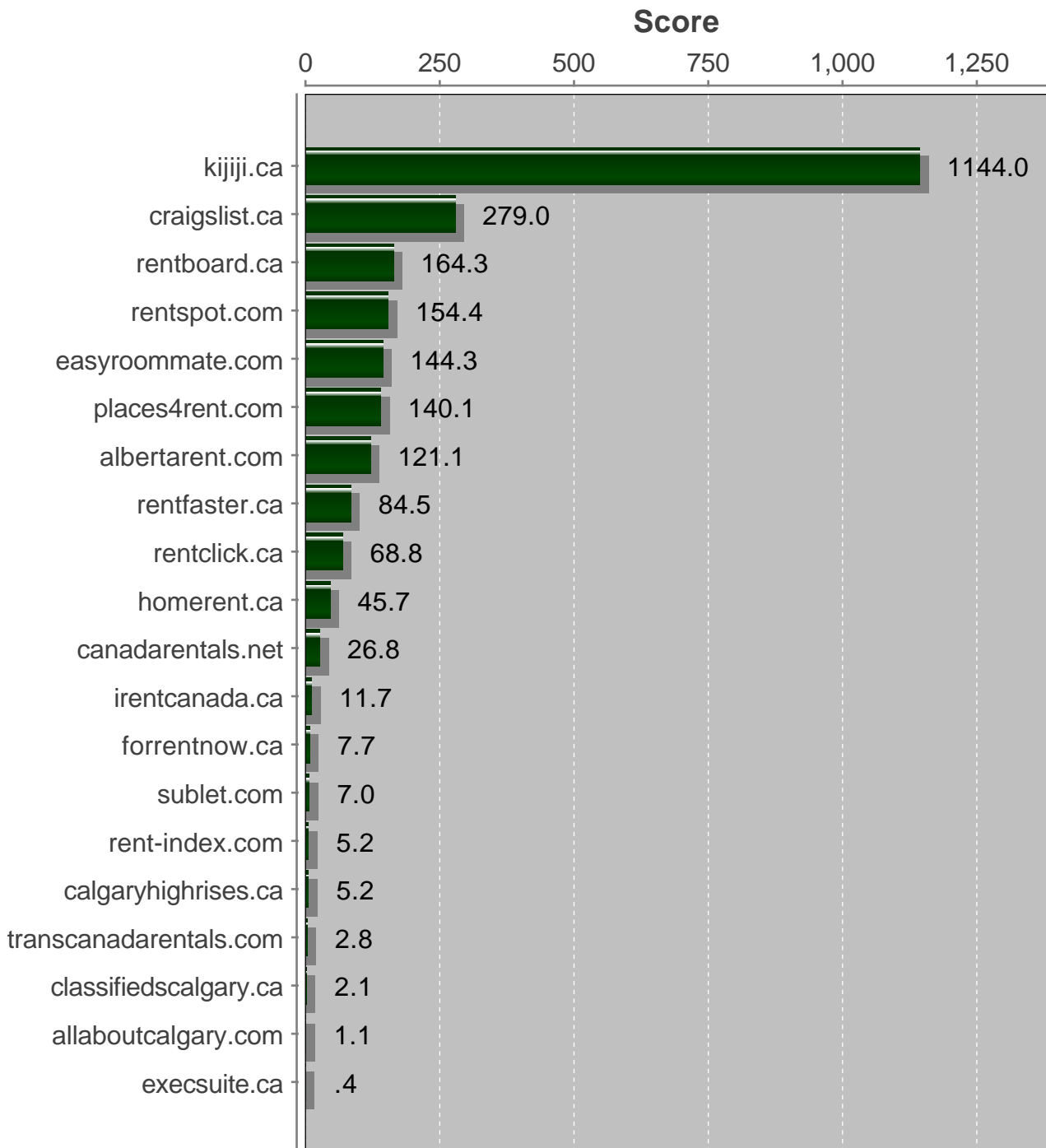


Rankings for Rooms

Top searches for 'Calgary' and 'Rooms'

Search Phrase	Searches per Month
room for rent Calgary	880
rooms for rent Calgary	590
Calgary rooms for rent	260
rooms for rent in Calgary	210
room for rent in Calgary	170
All Search Phrases	2669

Search Rankings



Appendix

This section contains some resources for further reading.

Real Estate Photography

1. www.magneticphotography.com This site has some useful tips and a book for sale. I have not read the book but I have met the author and she definitely knows what she's talking about.
2. <http://37signals.com/svn/posts/356-real-estate-photos-worth-more-than-a-thousand-words> "Real estate photos worth more than a thousand words."
3. <http://www.digicamhelp.com/how-to/special-subjects/property/> "Real estate photography."

Writing Real Estate Ads

1. <http://www.american-apartment-owners-association.org/blog/2008/04/25/how-to-write-a-killer-rental-ad/> "How to write a killer rental ad."
2. <http://www.apartments.com/LandlordResources/OtherTopics/articles/writeaneffectivead.aspx> "How to write an effective ad."
3. <http://biz.oregonian.com/classifiedads/?sec=33&tert=41> "11 steps to better rental ads."

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Disclaimer

While we have diligently attempted to ensure the accuracy of the data in this report, we cannot guarantee that the actual traffic received by the websites contained herein matches the rankings and scores exactly. This report does not account for direct traffic (i.e. when a user goes to a site directly without searching), links from other non-search sites and lesser-used search engines, and sponsored search results. Traffic to rental sites can (and almost certainly will) change over time. As rankings change, additional reports may be made available for sale by RentalSiteRankings.com.