

The Rentec Direct Blog - Editorial Guidelines

The RD Blog offers readers access to industry trends, insider tips, fun facts, and expert advice relevant to residential property management and the rental industry. The RD Blog also serves as a platform to announce system updates, new releases and highlight product features of Rentec Direct's property management software.

The goal of the RD Blog is to provide simple solutions, accurate answers and relevant information to every question asked by property managers, landlords, owners, and tenants. Each blog post should have actionable advice giving readers at least one takeaway they can apply to their rental needs.

Audience:

The RD Blog features content relevant to real estate professionals, property managers, landlords, investors, homeowners and renters. A broader audience also includes accountants, attorneys, contractors and writers who work in the rental industry.

The articles can appeal to a reader that identifies directly with one of these categories, or to someone who is simply doing research or browsing for answers to property management related topics/questions. (For example: Someone might be looking up "*What Questions to ask when hiring a Property Manager*" because he is helping a parent find a property management company for an investment property. In this case, the reader is neither a landlord, investor or homeowner, but is doing research relevant to the rental industry.)

Readers of the RD Blog include current Rentec Direct clients, non-members and individuals who may use a competitor's product.

Tone/Writing Style:

While our audience is broad, our main target audience is property managers and landlords. Articles should address their needs, fears, challenges, questions, and pain points.

Prioritize tone, style and clarity. Be interesting. Tell a story.

- *Be Obvious* - Have a clear message/main point announced in the intro that tells readers what they will learn or the problems that will be solved by reading your article.
- *Be Factual* - Give examples, details, statistics, metrics, and quotes as needed, with proper attribution and citation.
- *Be Personal* - We welcome personal touches and real life stories that support the author's main point. Use friendly language like I/we/you.
- *Be Smart* - Give yourself time to review your content for spelling and grammatical errors.

Format/Word Count:

Blog articles should be easy to read, with scannable sections, bolded text, and bullet points. Use short, clearly written sentences and break up large blocks of text into 2-3 sentence sections. New points should be introduced with bold headings and bullet major points.

Articles should be between 700-1500 words. Longer articles are accepted, with a maximum word count of 2500 words.

Articles should conclude with a final sentence, call-to-action, and/or question to encourage reader engagement in the comments.

Themes - Rentec Direct posts 2-3 articles a week under the following weekday themes.

<i>Theme</i>	<u>Market Monday</u>	<u>Tenant Tuesday</u>	<u>How to Humpday</u>	<u>Thriving Thursday</u>	<u>Feature Fridays</u>
Category/ Topics	<ul style="list-style-type: none"> - Market Trends - Market Data - Current events/ news related to the PM/Real Estate Industry 	<ul style="list-style-type: none"> - Tenant Advice - Tenant Tips - Topics related to managing tenants. - Topics a current renter would read. 	How to articles for: <ul style="list-style-type: none"> - Property management advice - Landlord advice 	Marketing and Business Advice to help a PM or landlord's rental business thrive. <ul style="list-style-type: none"> - laws - tax info - success tips - best practices - guides for starting in the industry. 	Focus on benefits and solutions that Rentec products and/or property management software will bring PMs and landlords
Examples from The RD Blog	Are you breaking Fair Housing Laws unintentionally? Apartment Occupancy Rate Hits a Record High	Tenant Surveys : What to Ask and Why Rental Resume: How to Make a Landlord Want You	How to Break Bad News to your Tenants How to Raise the Rent on Your Tenants	What Type of Insurance doe Property Managers Need? Developing a Rent Collection Policy	Important Reports for Property Managers and Landlords Feature Friday: Why Every Renter Needs a Tenant Portal

These themes are created to serve as general guidelines to help authors develop topic ideas and focus their writing; however an article may be published on any day of the week at the discretion of the editorial staff.

Topic Approval - Please run topic ideas by the RD editorial staff for feedback and approval prior to writing.

Headlines - Please provide a suggested headline with your article that is under a 60 character limit. The final headline will be determined by the RD editorial staff.

Images - Cover photos will be selected by the RD editorial staff. If you wish to include additional supporting images please include them with your submission with proper, legal citation. For interactive content, like infographics or videos, please include the embed code or direct link.

Blog Comments - Authors are required to respond to all relevant blog comments within 24 hrs. You will be notified by the editorial staff when a new comment is posted. The editorial staff is happy to provide advice for industry specific questions posed in the comments. A Rentec Direct representative may also respond to blog comments.

Linking Policy - Guest blog posts may include one direct link back to a company website of the author's choice, as long as it is relevant to the context of the article, does not appear promotional and maintains the standards of the RD Blog. Preferred anchor-text for links include long-tail keywords. Writers are encouraged to link to relevant content from reputable sources to support any facts, statistics or current market trends. All links are subject to the approval of the RD Blog editorial staff and may be altered or removed. The editorial staff may also include additional internal links to relevant content once the draft has been submitted.

Attribution - Proper attribution must be given to all pictures, data and other content that does not originate from the contributing author.

Author Bio - Guest writers should provide a 30-50 word author bio to be included with their post that can include experience relevant to the industry, writing qualifications, professional achievements and fun facts. Author bio's may include a promotional link, pending approval from the editorial staff. Authors need to also include a high resolution recent headshot.

Content Review Process - All articles will be reviewed and edited by the RD editorial staff prior to publish. This may include content revisions; spelling and grammar improvements; making the content more readable through bolding, bullets and other formatting; and adding visuals to the post.

Following first draft submission, RD editors will provide edits, suggestions or feedback within one week of receipt. Authors are expected to submit a final draft within 72 hours of receiving the first round edits and suggestions. RD editors will perform a final round of review and edits before publishing the article.

Deadlines - First draft submissions are due 2 weeks before publish date. Once a topic has been approved, it will be assigned a publish date and deadline that will be communicated to the author by the editorial staff. The editorial staff may postpone the publish date but authors are expected to meet their assigned deadline.

Submissions - Please email a Word Doc or Google Doc access to your article. Do not send PDF files.

Social Sharing - Authors are encouraged to share their article on social media sites with a link to the published content. Authors are not permitted to republish or repost the article.

Reposting - Articles submitted to the RD Blog may not be republished or reposted on any other website or blog. Quotes may be used and articles may be referenced as long as proper attribution is given.

Copyright rules - The author has the copyright to his or her words, but Rentec Direct may use them in other pieces of content, with proper attribution.

Plagiarism - All submitted content must be original to the author and unpublished elsewhere. Rentec Direct has a zero tolerance policy for plagiarized or duplicate content. If any content is suspected to be plagiarized or duplicate content, it will be immediately removed.