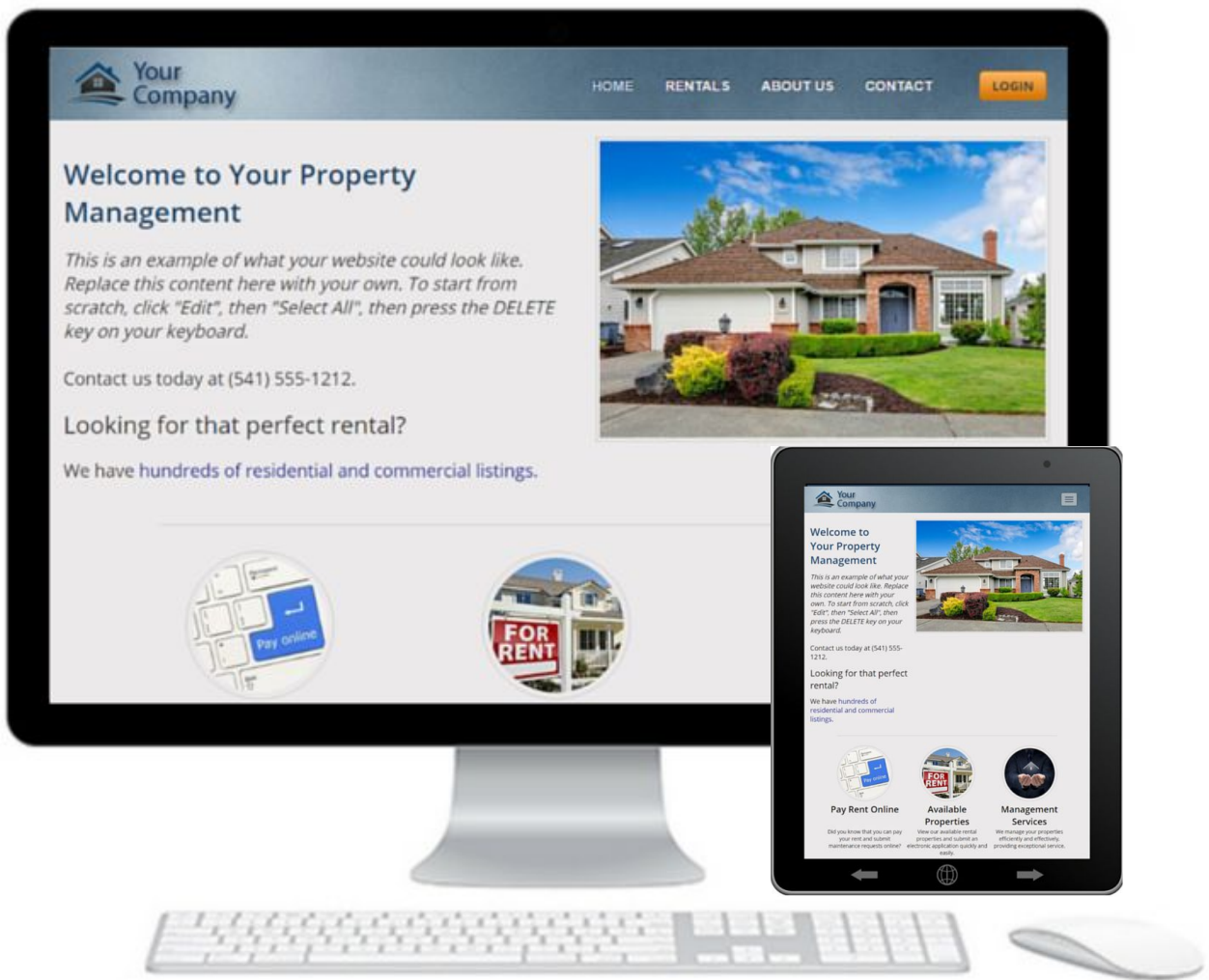


How to Build a Professional Website with Rentec Direct

Grow your business, get noticed, sign more leases, and acquire new clients.

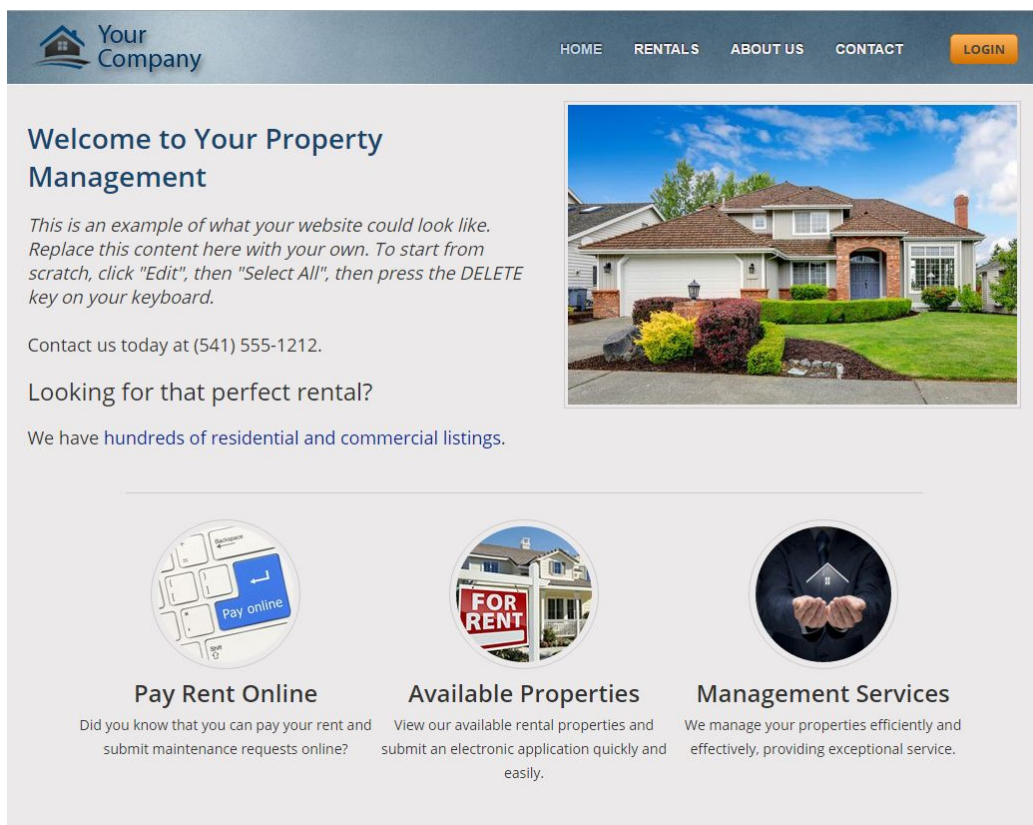


- A Publication of -

Websites for Property Managers & Landlords

A professional website is vital tool for any modern business. With over [70% of renters turning to the Internet](#) to conduct their rental search process, every property manager and landlord should include a website in their business plan.

The good news is, you have access to a free website with your Rentec Direct account. Rentec Direct gives you an easy tool to create a stunning and professional website so your tenants, clients, and contacts can easily find you online.



This how to guide will walk you through the steps for creating a professional looking website for your rental business with the free tools provided by Rentec Direct.

Websites for Property Managers & Landlords

Your free website from Rentec Direct, comes with a custom url address so your renters, clients, and contacts can easily find you online.

No expensive web designers to hire or hosting fees to pay. It's all included for free with your property management software account.

Your website includes the following features:

- Promote your brand with a custom theme and logo
- Fully customizable content for a *Home Page, About Us Page & Contact Page*.
- Vacancy listing page
- Collect rental applications online
- Capture tenant leads
- Tenant Portal access for your renters to pay rent online and submit work orders
- Owner Portal

The Website Editor tool allows you to:

- Upload your logo
- Select a theme that fits your brand
- Promote your Business with a fully customizable Home Page, Contact Page, and About Us Page
- Integrate your rental property advertisements and collect rental applications online
- Link to your Owner and Tenant Portals

Rentec Direct includes this service because we know how important an online presence is for every successful business.

How to Build a Professional Website with Rentec Direct

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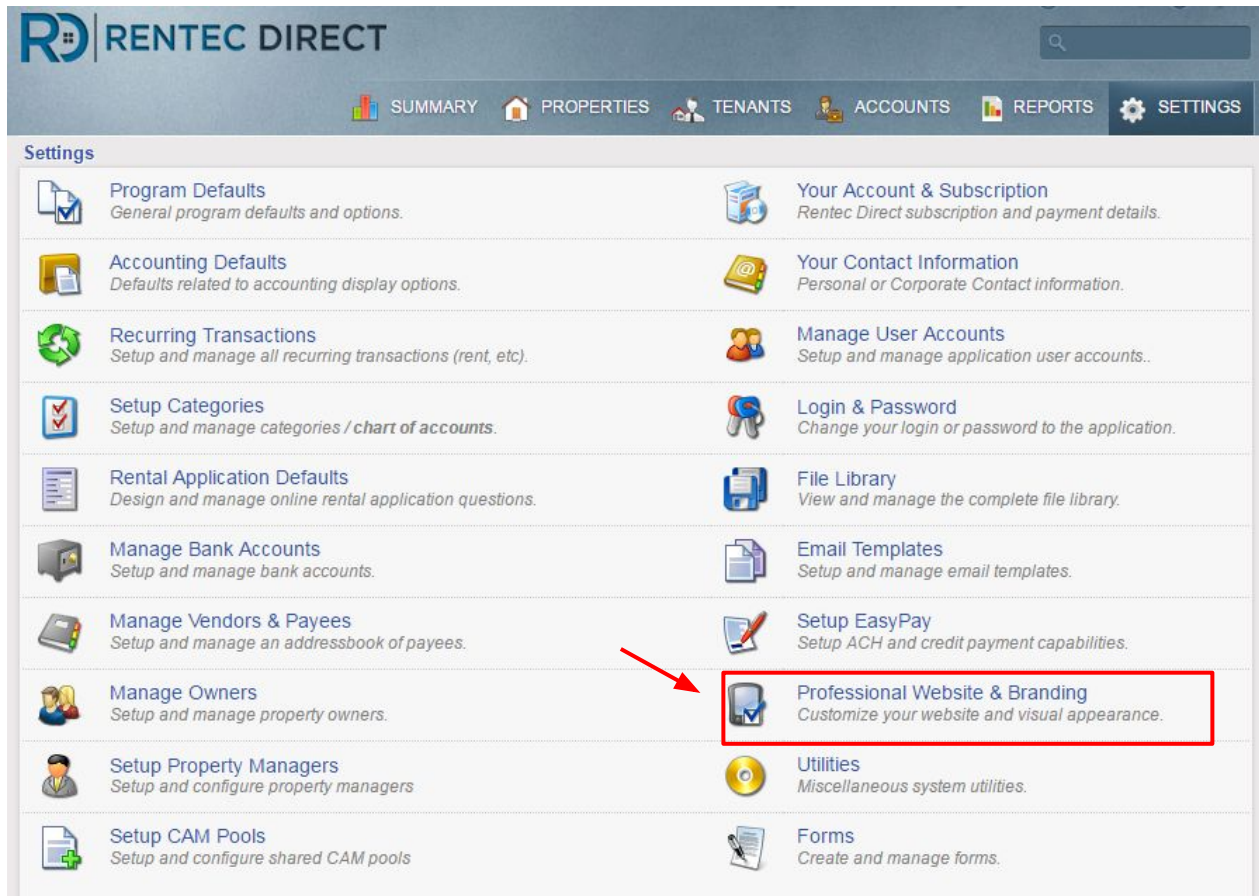
Access the Website Editor

Your website is created, edited, previewed and published with the Website Editor located in the Settings Tab of your Rentec Direct account.

1. Login into your Rentec Direct account
2. Visit the *Settings Tab*



3. Select *"Professional Website & Branding"*



Create Your Website

After selecting “Professional Website & Branding” the following page will pop up.

This is where you can find your free Website Editor tool.

Settings : Website

Rentec Direct provides you a custom website which you can publish free to promote your property management business. Click each of the pages below to edit their content.

Home Page	This is the landing page your owners and tenants will see first.
About Us	This page describes in more detail your company or processes. This is a great place to introduce your staff.
Contact	This page provides your contact information to your new and existing clients.

Web Address ? .propertymanage.biz ([visit in new tab](#))

Template ?

Your Logo ?

Upload your own logo by choosing a file and clicking Upload.
For best results, format your logo to 186 width x 62 height with a transparent background. [[more info](#)]

 No file chosen

ADVANCED OPTIONS

Domain ?

Analytics ID ?

You can:

- Edit the content for each page
- Select a custom web address
- Upload your company logo

Advanced options are available for Google analytics and registered domain names.

Edit Your content

Your website includes the most important pages for any business that has an online presence.

Home Page	This is the landing page your tenants, owners, and site visitors will see first. You can provide basic company information, available services, and links to your tenant and owner portal.
About Us Page	This page describes in more detail your company, services and processes. This is also a great place to introduce your staff.
Contact Page	This is one of the simplest yet most important pages. Let your renters and clients know how to reach you.

Click on one of the following buttons to pull up the Website Editor tool and start editing the desired web page for your professional website.

Rentec Direct provides you a custom website which you can publish free to promote your property management business. Click each of the pages below to edit their content.

Home Page	This is the landing page your owners and tenants will see first.
About Us	This page describes in more detail your company or processes. This is a great place to introduce your staff.
Contact	This page provides your contact information to your new and existing clients.

Edit a Web Page

We provide a professional template, all you have to do is provide the content about your business.

You can upload your own text and pictures in the template provided, or delete everything and start from scratch for your own format.

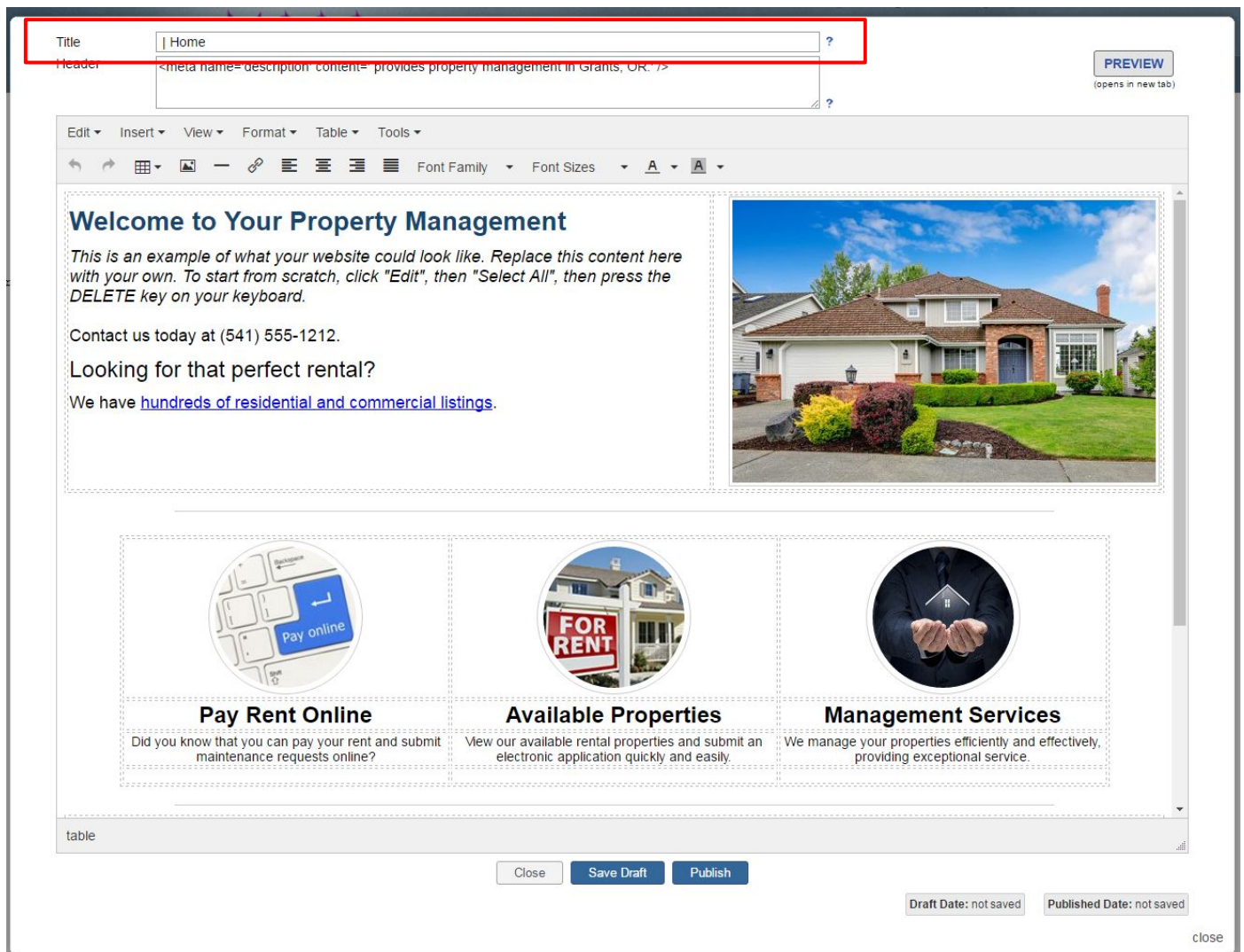
The screenshot displays a web page editor interface. At the top, there are input fields for 'Title' (containing 'Home') and 'Header' (containing meta tags). A 'PREVIEW' button is located to the right. Below these is a menu bar with options: Edit, Insert, View, Format, Table, Tools. A toolbar contains various icons for undo, redo, grid, image, link, text alignment, and font settings. The main content area is a dashed-line box containing a header section with the text 'Welcome to Your Property Management' and a placeholder image of a house. Below this is a section with three columns: 'Pay Rent Online' (with a keyboard icon), 'Available Properties' (with a 'FOR RENT' sign icon), and 'Management Services' (with a person holding a house icon). At the bottom, there are buttons for 'Close', 'Save Draft', and 'Publish', along with 'Draft Date: not saved' and 'Published Date: not saved' indicators. A 'close' link is in the bottom right corner.

*Remember to click on the blue “?” icon for further explanation about the features as you create your website.

Edit a Web Page - Page Title

Edit the Page Title

The page title will show up in your site visitors' web browser title bar and will also show up as the title in search results. Be sure to include keywords for SEO benefits.



The screenshot shows a web page editor interface. At the top, a red box highlights the 'Title' field, which contains the text 'Home'. Below the title field is a 'Header' section with a meta description: '<meta name=

The main content area features a header with the text 'Welcome to Your Property Management' and a placeholder image of a house. Below this, there are three columns of content: 'Pay Rent Online', 'Available Properties', and 'Management Services'. Each column includes an icon and a brief description of the service.

At the bottom of the editor, there are buttons for 'Close', 'Save Draft', and 'Publish'. There are also status indicators for 'Draft Date: not saved' and 'Published Date: not saved'. A 'close' button is located in the bottom right corner of the editor window.

Example Title: *Choice Property Management - Grants Pass, OR*

Edit a Web Page - Header

Edit the Page Header

This is where you can insert META tags into the header of this page. META tags have many uses, but two of the most common are “Meta Description” and meta tags for providing ownership to search engines.

The screenshot shows a web page editor interface. At the top, there are two input fields: "Title" with the value "Home" and "Header" with the value "`<meta name='description' content=' provides property management in Grants, OR.' />`". A red rectangular box highlights the "Header" field. To the right of the "Header" field is a "PREVIEW" button with the text "(opens in new tab)". Below the input fields is a menu bar with options: Edit, Insert, View, Format, Table, Tools. Underneath the menu bar is a toolbar with icons for undo, redo, grid, image, link, list, and text alignment, along with dropdowns for Font Family, Font Sizes, and text color. The main content area displays a preview of a property management website. The header of the preview includes the text "Welcome to Your Property Management" and a paragraph: "This is an example of what your website could look like. Replace this content here with your own. To start from scratch, click 'Edit', then 'Select All', then press the DELETE key on your keyboard." Below this is contact information: "Contact us today at (541) 555-1212." and "Looking for that perfect rental? We have [hundreds of residential and commercial listings.](#)" To the right of the text is a photograph of a large, modern house with a blue door and a brick chimney. Below the main content area is a table with three columns. The first column is titled "Pay Rent Online" and features a circular icon of a keyboard with a "Pay online" button. The second column is titled "Available Properties" and features a circular icon of a "FOR RENT" sign in front of a house. The third column is titled "Management Services" and features a circular icon of hands holding a house. At the bottom of the editor, there are buttons for "Close", "Save Draft", and "Publish". On the right side, there are two status indicators: "Draft Date: not saved" and "Published Date: not saved". A "close" link is located in the bottom right corner.

Example Meta Description: `<meta name= “description” content= “Choice Property Management in Grants Pass, OR provides the best tools for owners and tenants in your area.” />`

Edit a Web Page - Edit Content

The Website Editor has common document editing tools for inserting photos, including links, text alignment, fonts styles, font sizes, text colors and inputting tables for stylistic formatting.

Title | Home

Header <meta name='description' content=' provides property management in Grants, OR.' />

PREVIEW
(opens in new tab)

Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾

⏪ ⏩ 📄 🖼️ 🔗 ⌵ ⌶ ⌷ ⌸ Font Family ▾ Font Sizes ▾ A ▾ A ▾


Welcome to Your Property Management

This is an example of what your website could look like. Replace this content here with your own. To start from scratch, click "Edit", then "Select All", then press the DELETE key on your keyboard.

Contact us today at (541) 555-1212.

Looking for that perfect rental?

We have [hundreds of residential and commercial listings](#).



- The “View” button in the Toolbar displays visual aids for grid lines that are displayed in the Editor but not on your public site.
- You also have the option to preview your website and edits before it is published to see exactly what your site will look like to the public.

Edit a Web Page - Edit Text

Editing Text

You can edit the text for your website by clicking in the text boxes or highlighting and deleting the content in the template.

You will find also find guidelines for how to edit content within the template of your website editor. You are welcome to keep the format provided in the template or start from scratch by deleting everything.

Page Layout

The layout of the template is created using tables from the toolbar. The gridlines that appear in the website editor display the table constraints and will be transparent once your website is published. Check it out by clicking the preview button.

Edit the content in the tables provided or delete the tables and all the included content by clicking on a table to highlight and hitting CTRL + X on your keyboard.

**Remember something is highlighted when it is blue (see example in image below).*



Why Choose Choice Property Management?

- We have three local offices.
- We know the latest laws & techniques.

Edit a Web Page - Edit Images

Editing Images

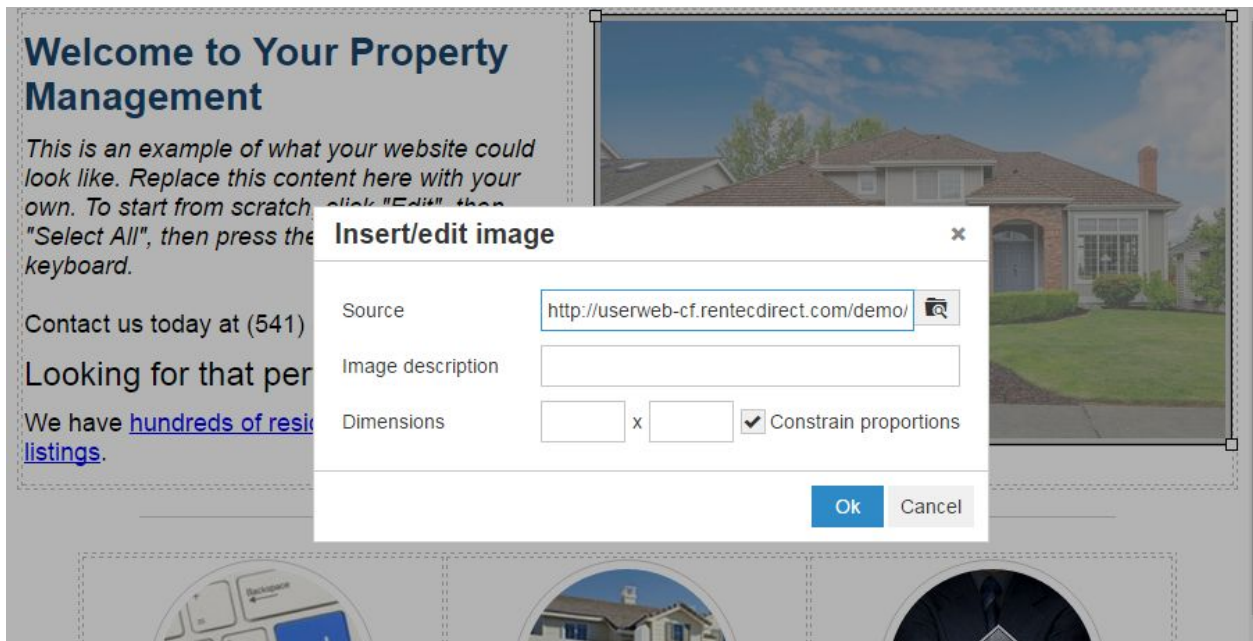
You can upload any photo wherever you would like it to appear in the content of your website.

-OR-

You can choose to replace the images already provided in the template or delete the photos from appear there at all.

To replace an image:

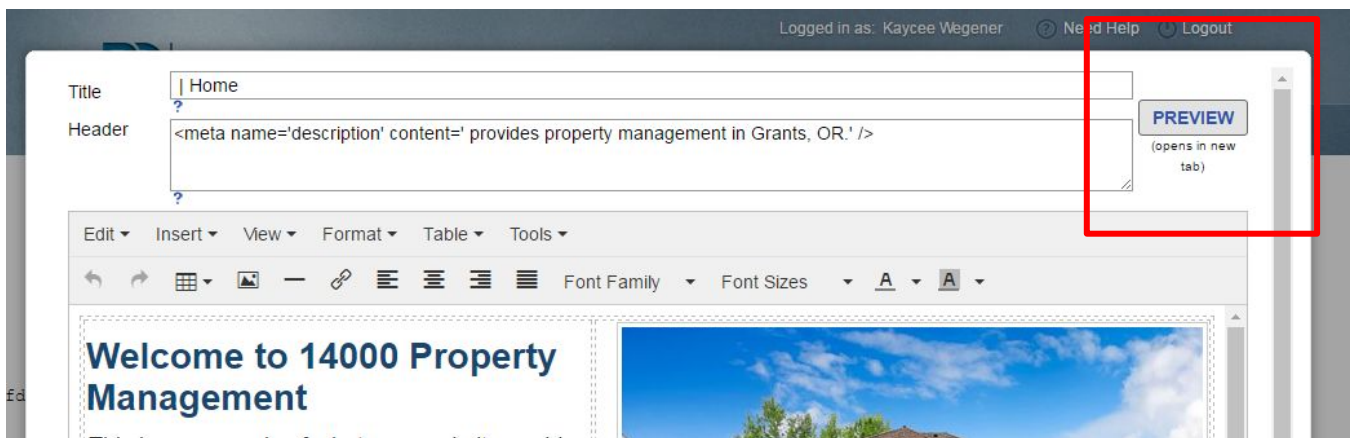
- Click on an image in the template. It will appear blue when selected.
- Once selected, click the "Insert/edit image" icon in the toolbar (see image icon to the right).
- A pop-up window will let you upload a new image from your computer and select the image dimensions
- If your image does not appear right away, be patient, it's simply loading.



Preview a Web Page

As you edit the content and format of your new website, you are able to preview any edits and changes you make by clicking "Save Draft", then select the "Preview" button located at the top of each web page editor.

A preview window will open in a new tab.



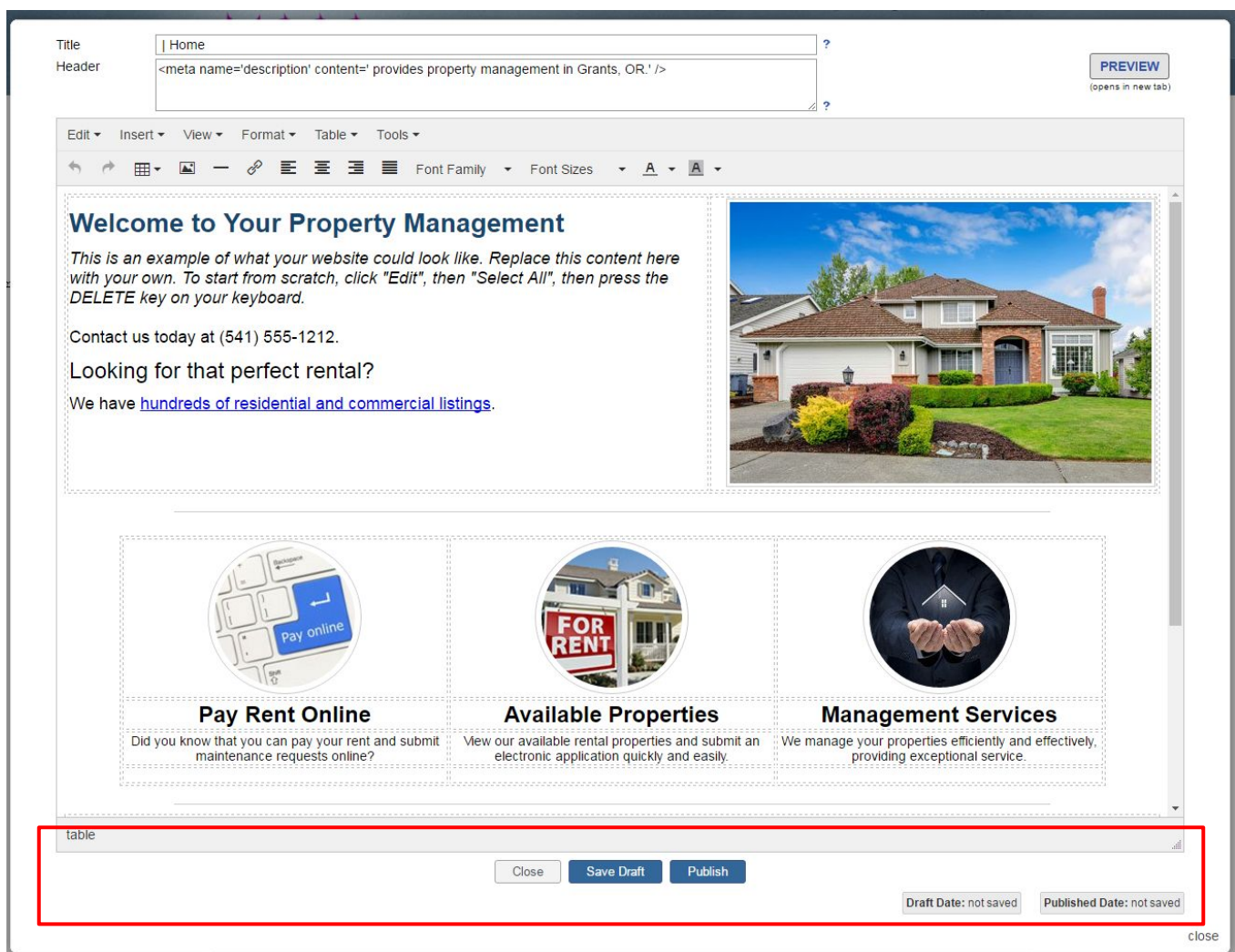
The preview function is extremely useful for seeing how different images, sizes and text appear on your website before you save and publish a final draft.

Once published, you do have the option to edit the text as often as you like and the saved updates are immediately available live to your site visitors.

Saving a Web Page

As you create and edit the content of your website be sure to click the “Save Draft” button at the bottom of your Website Editor.

Saving a draft of your website allows you to work on your website, take a break, and then come back to your work before you publish a live website to the public.

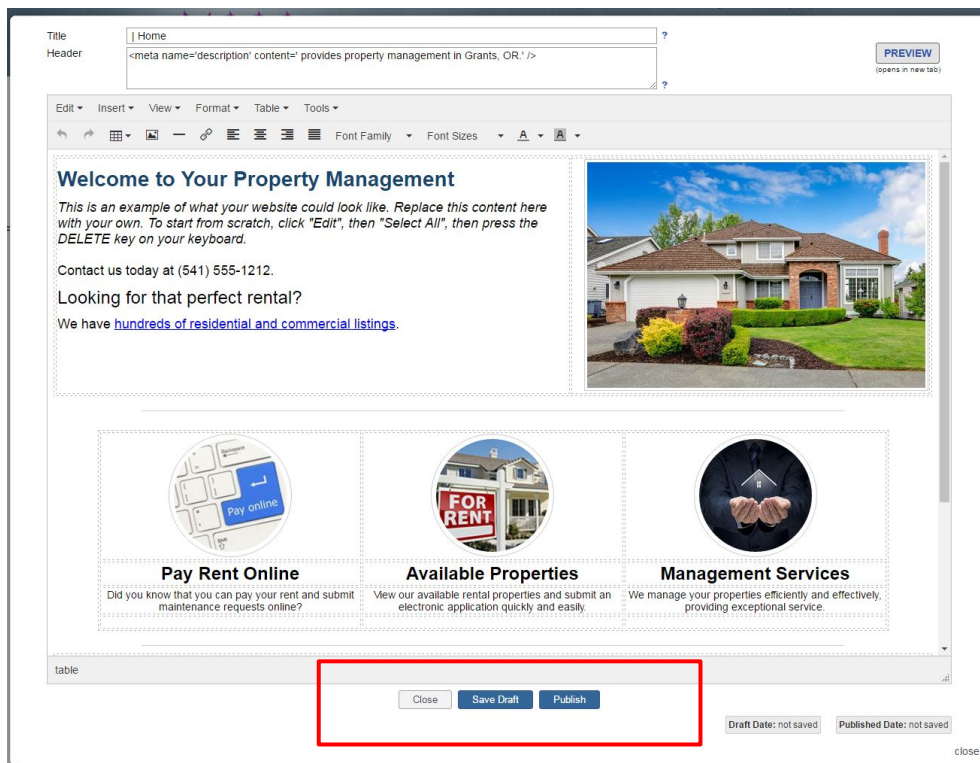


Before you exit the website editor, you will be prompted to save any unsaved content. Once you feel like your content is ready for the world to see you are ready to publish!

Publishing a Web Page

Your website is live and available to the public once you hit the publish button.

Once published, you do have the option to edit the content as often as you like and the re-published updates are immediately available live to your site visitors.



If you accidentally publish a page that you were still working on, or if you wish to deactivate a published page, simply open the Website Editor and delete the contents of the page and hit “Publish” again. The content will also be deleted from your public site.

View Your New Website

Congratulations! Your website is now live and ready to view on the Internet.

Input your web address **<yourbrand>.propertymanage.biz** into the URL window at the top of your browser and viola! Your free professional website shall appear.

In order to see your website live you will need to have updated and published new content in the Website Editor tool.



Once you hit Publish , your website content is live and viewable online.

You can now tell your tenants, clients, prospects, network, friends and family to find you online at the web address above.

Publish Vacancies on Your Website

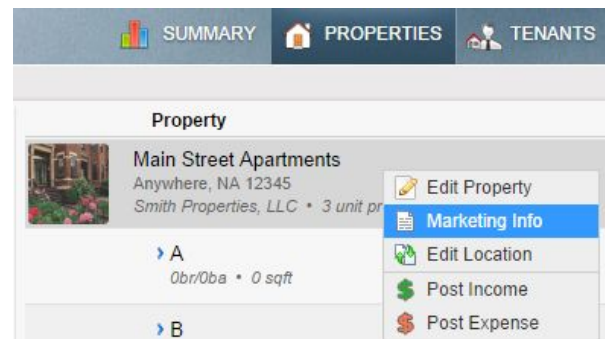
Your website includes the option to advertise your rental vacancies and collect applications online.

Prospective tenants can view your available properties and apply online by visiting the “Rentals” tab on your website.

The “Rentals” tab is NOT updated in the website editor.

Rentals are edited in the Marketing Info of each property in your Rentec Direct account.

In order to advertise vacancies on your website, you need to visit the *Properties tab* in your Rentec Direct account. From the Properties tab you can select a specific property to edit the Marketing Info.



Enter the details for the property as requested by the form.

To advertise your listing check the box next to the 'Online Listing' option. **This will post the property to your professional website** and the syndicated sites - so you'll only want to check the box if your property is vacant.

If you also want the potential tenant to be able to fill out an online rental application, check the box next to the 'Online Applications' option. Further instructions for setting up your rental applications can be found [here](#).

Rentec Direct partners with the top rental listing syndication networks so your vacancies get the most exposure. If you do not want to advertise to syndicated sites, simply check “Disable syndication”.

This feature is integrated with your software so you do not need to re-enter any property information.

Online Rental Applications & Tenant Leads

Collect Online Rental Applications & Capture Tenant Leads on your Website

Online Rental Applications

Your website comes with the option to allow tenants to apply for your available rental properties online. The rentals tab and online rental application included with our Rentec Direct account is optimized for mobile devices, the most popular rental search device among renters.

When you decide to publish a vacancy posting to your website from a property's Marketing page, you can enable "Online Applications".

If you haven't had a chance to customize your online application yet, head to your Settings tab, and select Rental Application Defaults.

Tenant Lead Management

The Lead Management feature will help you match tenant prospects to available properties. This feature goes beyond traditional tenant lead tracking systems and automatically matches a prospective tenant to your available properties based on their interests or rental preferences, so you can contact them immediately and rent out vacancies faster.

If a prospect finds you online they can fill out a tenant lead profile about their ideal rental property, referred to as a Property Search in Rentec Direct's system. Property Searches are linked to the tenant lead's email address and saved in the system. A tenant lead has the option to revisit or edit his property search by using the email address linked to the original search.

If a new property in your account becomes available, the account manager can easily send an automated email to the lead to check out the newly available properties that match their search criteria.

Need Help?

Contact Your Support Team



You always have access to free support from your team at Rentec Direct.

Email support@rentecdirect.com or call 800-881-5139 to connect with your support team.

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