

NEWS YOU CAN USE

May/June 2007 n Volume 1, Issue 2

WELCOME!

Welcome to the latest issue of *News You Can Use*, your e-newsletter from **DIY Real Estate Solutions**.

Our goal is to provide informative and insightful articles on industry trends, our expanding offerings, and tips for optimizing your DIY property management software. We're also profiling DIY users and integration partners so [click here](#) to be considered for this opportunity.

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QUICK TIPS

Accessing the Resident Register

The resident register provides a wealth of transactional information and is quickly accessed by clicking the Register link on a specific resident page. The system then automatically filters and displays only the transactions for this resident.

With a single keystroke you can see a complete history of the resident's rent payments, security deposits, adjustments and monthly charges. Once displayed, you can edit these transactions and click on the Print link to generate a transaction report. [Contact our support team](#) with questions on using this shortcut.

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DIY PARTNER PROFILE

TransUnion Credit Retriever

DIY makes it easy for you select the best possible residents for your properties... residents that are good citizens and financially sound. To help you reduce risk without sacrificing occupancy, we have partnered with [Credit Retriever](#), a division of [TransUnion](#) and a specialist in the residential industry that provides specialized tenant screening services and criminal background checks.

Credit Retriever is ideal for DIY users because its credit reports include a unique scoring model based on tenant payment behavior. They also provide access to the largest criminal background databases in the country including the Multi-State Sex Offender Search, FBI Most Wanted, U.S. Drug Enforcement Agency and U.S. Alcohol, Tobacco and Firearms.



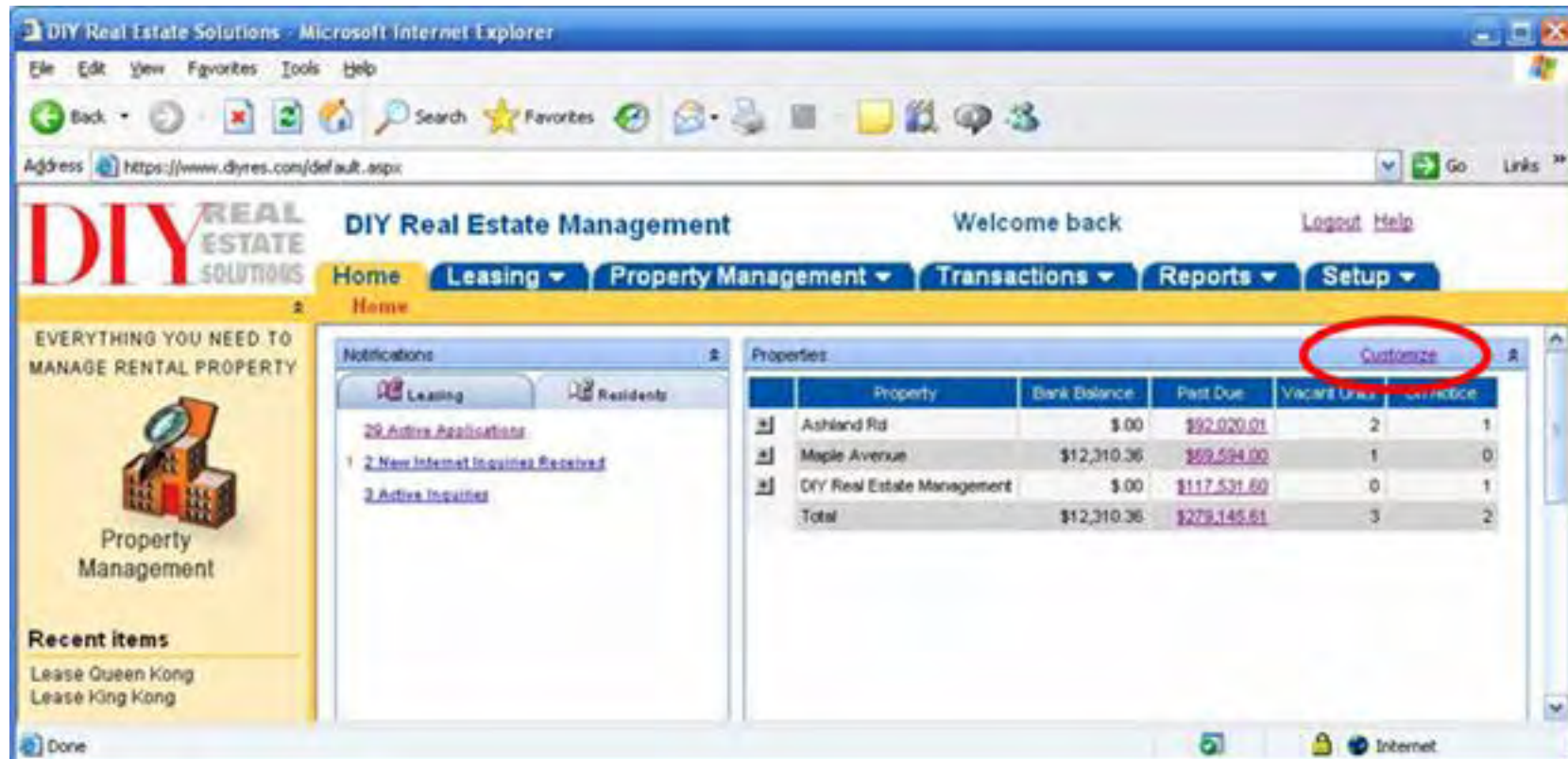
Best of all, you can instantly access this critical information as part of DIY's application process. Sign up today and you'll have the right information, right at your fingertips, to select the right residents for your properties. [Contact us](#) today for more information on how DIY's partnership with Credit retriever can help you reduce bad debt, maintain occupancy and stay compliant with fair housing regulations.

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NEW ON YOUR SCREEN

Customize Link

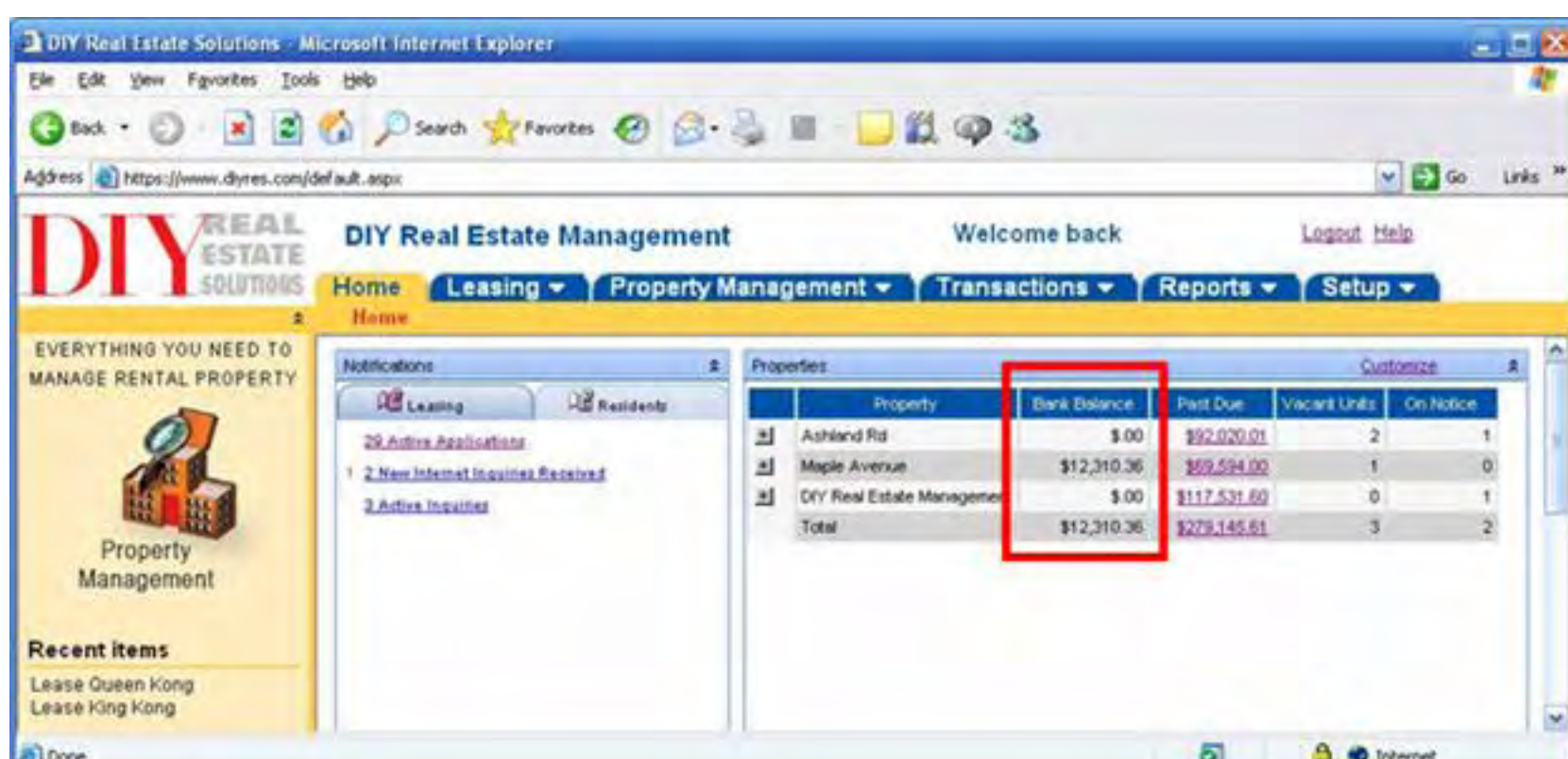
Your home page now displays a "Customize" link in the Properties list. This handy new option lets you choose whether to see your month-to-date deposits or your operating account balances. Just click the link in the top right corner of the screen...



select your option...



and the Properties List will be updated to reflect your choice. It's that easy!



Have other ideas on how DIY can better meet your needs? [Contact us](#) and share your thoughts so our flexible and friendly property management solutions continue to add value to your business. We look forward to hearing from you!

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DO YOU KNOW...

According to a 2006 research study conducted on behalf of Apartments.com, the Internet is rapidly becoming an integral part of life – not just at work, but at home as well. Consider these statistics...

- 174 million people are online
- 70% primarily access the Internet from home
- 80% have access to a broadband connection
- 96% are online once a week;
- 56% are online every day
- 75% used e-mail within the last 24 hours

As a rental owner, you can be sure that your tenants are Internet-savvy and likely to use the Internet for paying bills, purchasing and conducting other personal business. Over 77% of the typical Internet user has attended college, has an annual income of over \$75K and has one or more children at home.

When it comes to renting an apartment or single family home, the numbers are even more compelling. Over 90% of prospective tenants search the Internet and specific websites for rental properties and moving information vs. 54% for newspapers, 51% for free rental guides and only 33% looking for "For Rent" signs.

Here's how prospects rank the benefits of various searches...

	Internet	News-paper	Free Rental Magazine
Is the most useful source	78%	10%	9%
Is the easiest to use	77%	10%	12%
Offers information not available elsewhere	74%	10%	11%
Has the most up-to-date listings	63%	20%	5%

The bottom line... As you consider how to make your rental properties more accessible and attractive to prospective tenants, make sure the Internet is part of your strategy. It's a great way to acquire and keep new tenants!

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DIY NEWS MyPortal is Your 24/7/365 Management Office

DIY is proud to announce the release of their **Resident and Marketing Portal** products, powerful and easy-to-use business websites that help you increase productivity, generate more business and position your properties to compete over the Web. **Resident and Marketing Portals** create a 24/7/365 virtual office for managing your business and your rental properties, helping you focus on other activities that need your attention.

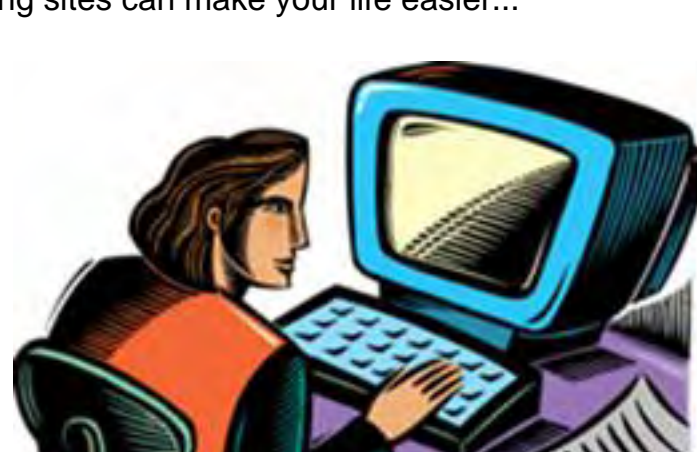
Resident Portal is a convenient way for residents to pay rent and communicate with you, and **Marketing Portal** is your round-the-clock leasing agent. Take a look at how these hard working sites can make your life easier...

Residents can use **Resident Portal** any time to:

- Review and pay their rent balance
- Submit a service request
- Set up recurring rent payments

Prospects can access your **Marketing Portal** to:

- See photos of your properties
- Tour available units via photos and floor plans
- Get brochures and directions to each property
- Complete an application on-line



You can also use the Marketing Portal to upload your rental listings to Google – all for free!

Resident and Marketing Portals by DIY are so easy you can be up and running in a day. Even more exciting is that **Resident and Marketing Portal** is only \$20/month no matter how many properties you set up. So take the next step! [Click here](#) to view a demo

or [e-mail us](#) for more information on how DIY's **Resident and Marketing Portal** can enhance your business. You can also call 866-602-9007 ext. 603.

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FEATURE FOCUS *Unleash the Power of the Register!*

The Register option on the Transactions menu is a fast and easy way to review any kind of transaction within DIY including wages, deposits, journal entries, resident adjustments, NSFs and more. Further these can also be filtered in a variety of ways (bank account, category, resident, property, vendor) and narrowed further by various date ranges.

Once the desired transactions are listed on your screen, just click on a specific transaction to view the details and make appropriate changes. It's that easy! [Contact our support team](#) for more tips on optimizing this powerful feature!

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