

## **Boosting Online Classified Revenues**

### **Adicio Releases Enhanced Platform to Target Rentals Market**

Adicio Inc. has released its enhanced Rentals platform, which can be integrated into its real estate offering or utilized as a standalone rentals-only site for media companies that already offer real estate classifieds but don't have a competitive rentals solution.

By creating a standalone rentals site with searchable amenities, media Web sites can generate new revenues even in a slow economy. A rentals-only site provides pricing flexibility so media sites can create specific pricing for all their rental listings that is different than their "For Sale" listings.

"Not only does our new rentals site, [www.apartmentfinderextra.com](http://www.apartmentfinderextra.com), boast a design that is superior to that of its predecessor and on par with sites like Apartments.com, it also provides many additional features to our users," said Ryan Litt, interactive projects manager for The Buffalo News in Buffalo, N.Y. "Adicio gives us the ability to offer expanded search options, including the ability to search by over 150+ community and unit specific amenities and enhanced listing details, such as more information and better presentation of those details. We also have new upsell opportunities for apartment complexes to enhance their presence on our sites with apartment profiles, so we are one step closer to leading the online race with user traffic and innovation and content."

The Adicio enhanced Rentals platform allows visitors to search amenities by apartment complex and specific unit, and includes associated apartment complex rental listings. Sites that already show the "rentals" search next to their "for sale" search can create an entirely new section for rental listings with separate listings and advertisers. In addition, sites can target different audiences with specific ads that are relevant to their local marketplace. Web site visitors can review apartment complex photographs and profiles with detailed descriptions; other units within the same complex; apartment complex amenities; unit amenities; and link to the apartment complex profile page.

Renters can search on more than 100 property/unit specific amenities such as: washer/dryer in unit, air conditioning/central air, vaulted ceilings, fireplace, microwave, cable-ready, pet policy and more. At the apartment complex level, renters can search 60+ amenities that are associated with all units including swimming pool, gated/security, tennis courts, housekeeping, dedicated covered parking, gym/fitness center and more.

"Our hyperlocal solution provides anyone interested in reaching the growing rentals market and their subset of advertisers the opportunity to be competitive on a large scale," said Joy Hanawa, chief knowledge officer and general manager of real estate at Adicio. "Companies can choose from an integrated approach or go with a standalone option and benefit from a new stream of revenue at a time when they need it the most."

SNPA eBulletin 4-16-09