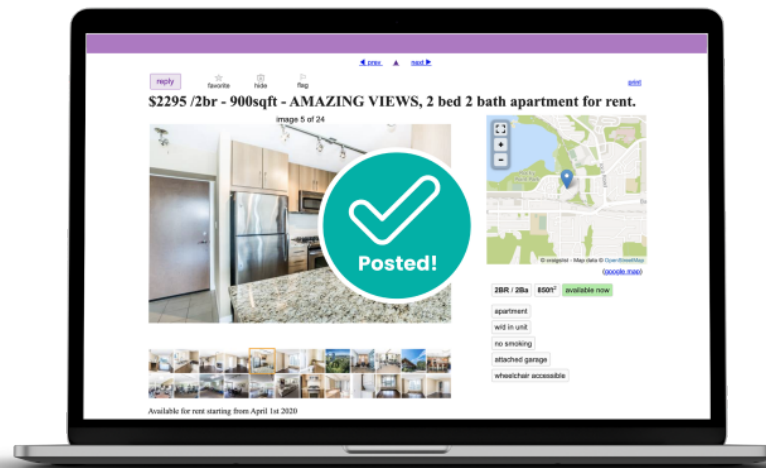


The PostEngine Advantage

Software + Services That Power Marketing Success on Craigslist



Made for multifamily.



Content

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About PostEngine by Roof



Since 2012, PostEngine solutions have helped multifamily teams save time + generate results from advertising apartments on Craigslist.



Management companies and owners across 48 states are realizing results on Craigslist using PostEngine software automation and services.



Why Craigslist?

- Craigslist ads get results! In an internal survey of over 700 properties using Craigslist + PostEngine, we saw an **92% increase of website traffic year-over-year**.
- Craigslist ranks **2nd most visited website in the world for real estate**:
 1. Zillow.com (281 million visitors)
 2. Craigslist.org (167 million visitors)*
- **73% of renters use Craigslist**: It makes sense to include it as a cost-effective platform to maximize your marketing strategy!**

*Source: Semrush.com

**Source: Multifamily Insiders + Yield Technologies

Why PostEngine for Craigslist?

Challenges

- Hiring and keeping onsite staff has reached a near-crisis situation for many multifamily companies.
- A survey of 700+ multifamily professionals indicates workforce headcount has risen to No. 2 on corporate's list of priorities.*
- Teams are under pressure to do more with less, and need solutions to save time or free them up completely.



Our Solution

PostEngine is the **only software solution for Craigslist** that:

- Is patented technology.
- Fully automates ad creation, posting, scheduling + renewal.
- Keeps prices accurate on ads.
- Can be fully outsourced as a service.

*Source: Knock

What our Clients Say



“

“We’ve been realizing results on Craigslist with Roof PostEngine for almost a decade.”

Jeremy Brown

Partner and Vice President of Marketing, ZRS Management



“

“When the results came in about 30 days into our first test, (PostEngine) was far out in front of any of the other options in actually generating not just leads but leases.”

Kitty Callaghan

*VP of Marketing,
The Wasatch Group*



“

“I can’t say enough about how wonderful Roof has been for our company! From additional optimized exposure, to the support team, Roof has transformed our craigslist posts to be consistently engaging and professional.”

Wendy Hooven

*Brand Manager, GoldOller
Real Estate Investments*

Solutions

The Leader in Automated Solutions for Craigslist

Overcome the time and resource pressures that weigh down your team.
Choose the Craigslist ad posting solution that best suits your needs:



PostEngine Software

Best for: teams that prefer to post their own ads, but without the time wasting effort associated with creating, posting & renewing ads.

Schedule all of your ads to automatically post up to a week (7 days) in advance.



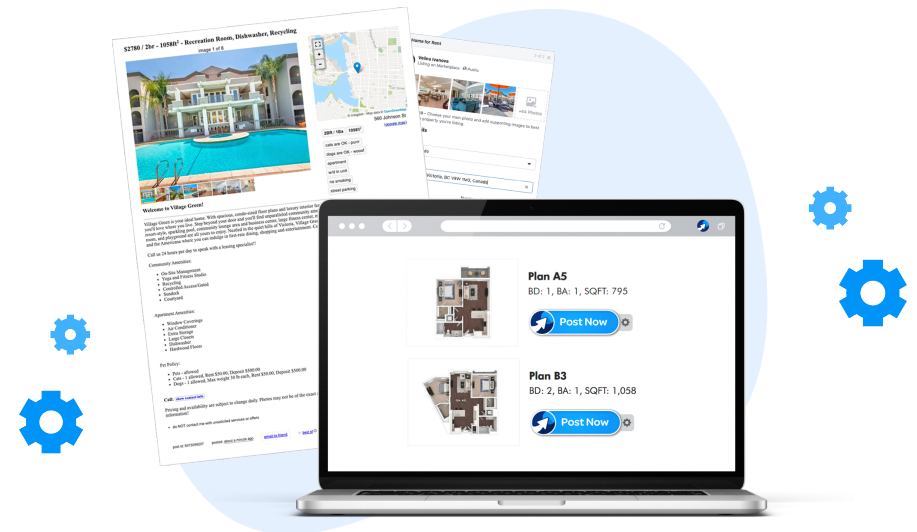
PostEngine Services

Best for: lease-up properties or teams that don't have the time or in-house resources to post.

Our team of marketing professionals post high-quality ads based on your unique specifications.

PostEngine Software

So simple that your team can start posting or scheduling ads quickly and easily with the click of a mouse.



Features:

- Automated ad creation
- Content pulled directly from a property website
- Every posting is unique
- Ads renew automatically
- Schedule ads up to 7-days in advance
- Prices remain accurate once published
- Edit or preview ads prior to publishing
- Ad template customization + standardization
- Lead tracking and dashboard reporting
- Integration with existing software systems
- Unlimited support and training

PostEngine Full Service

If you don't have the time or resources to post, we can take it off your plate completely. After a brief consult, our team takes on your posting using our patented software.

Features:

- Service-standards ensure high quality ads + consistent posting activity
- Weekly posting for available units
- Ad posting coverage 6am-10 pm (Local property time)
- Inclusion of sales or promotions
- Lead tracking (Phone, email and website)
- Reporting: posting activity and lead data
- Access to our team of Craigslist marketing and support specialists
- Need extra posting or customization? Ask us about **Premium Full-Service**



Benefits

- ✓ Setup is fast and easy
- ✓ Risk-free (free trial + cancel anytime)
- ✓ Save time + free up employees
- ✓ Choice: automate or fully outsource
- ✓ Improve posting compliance
- ✓ Results via real time reporting
- ✓ Integrates with existing systems
- ✓ Low cost-per-lead (vs PPC, ILS, etc.)
- ✓ Consistent page one visibility
- ✓ ROI: just 1-2 leases

How it Works

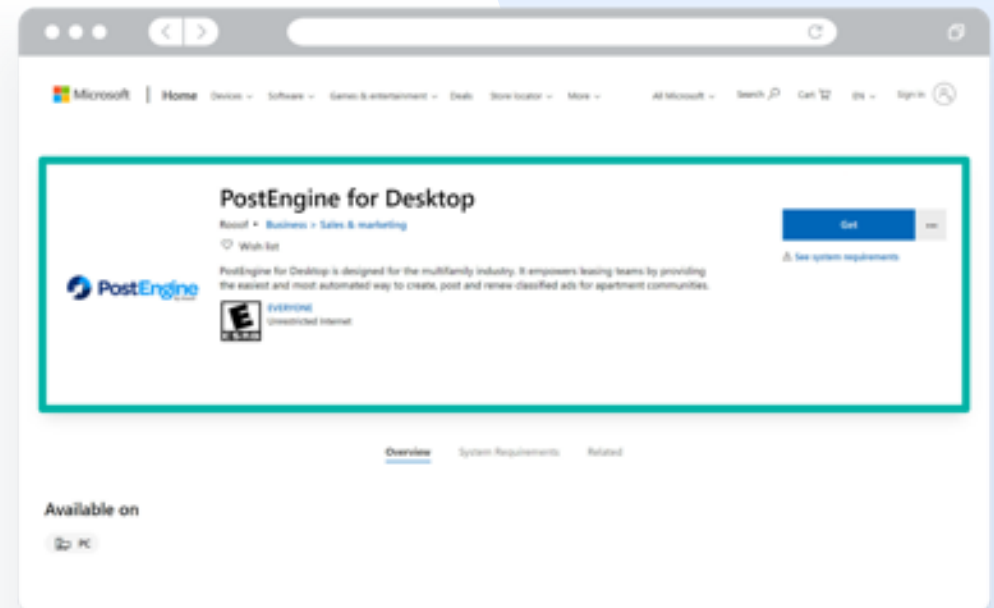
Step 1

Getting Started is Easy!

Installing PostEngine takes you seconds.

1

Quickly and securely download PostEngine Software from the Microsoft Store.

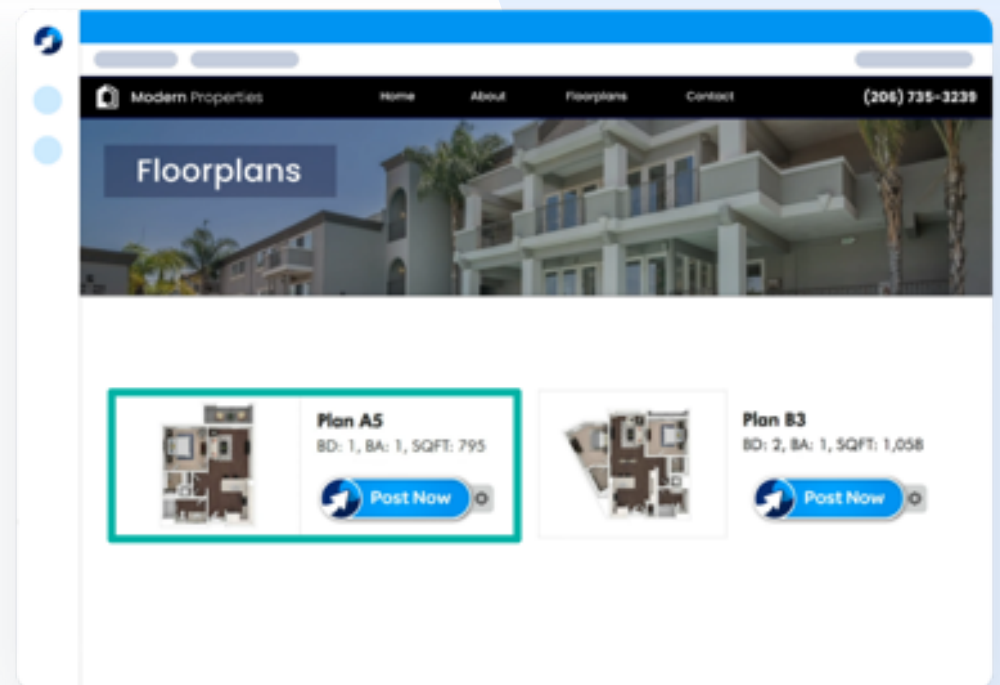


Step 2

You're Ready to Post Ads!

2

Access your **Property Website** floorplans page inside of PostEngine. Click the **Post Now** button beside the desired floorplan to automatically create your ad.

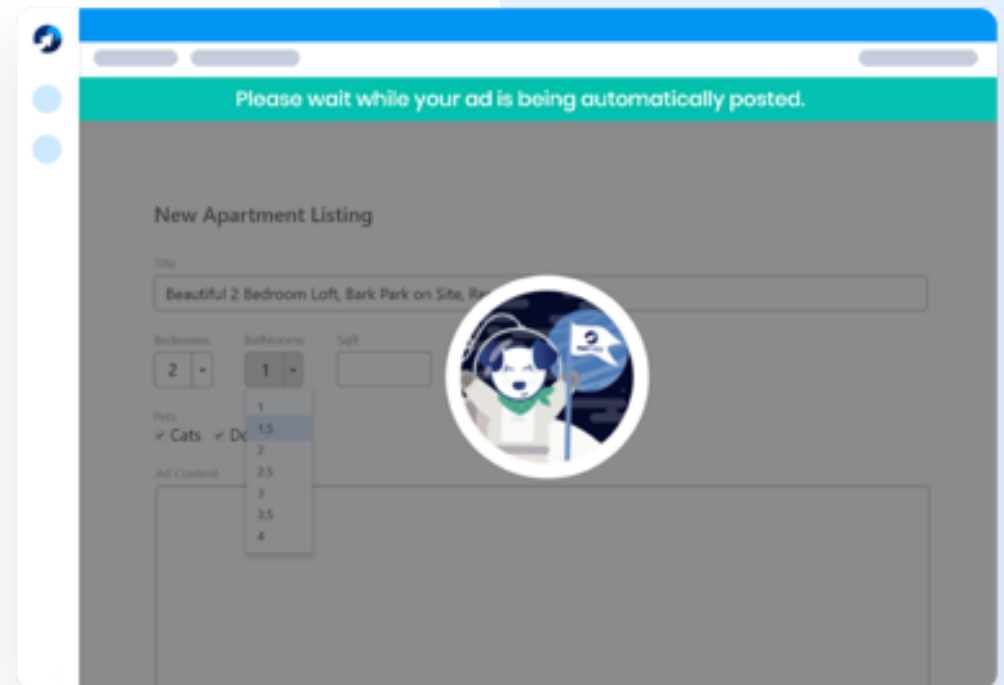


Step 3

PostEngine Automatically Builds a Unique Ad

3

Your ad is **automatically created** from the content on your website.

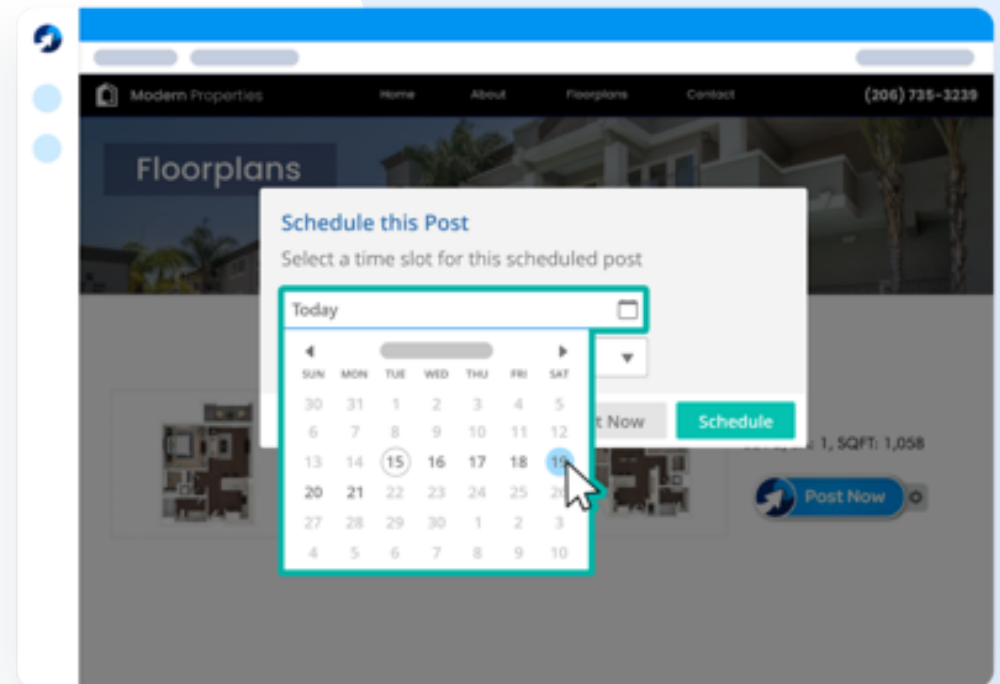


Step 4

Publish Your Ad

4

Review your ad and **Schedule** it to automatically post later (up to 7 days) per the selected date + time! Or select **Post Now** to publish it right away.



Plus:



Auto-Renew keeps ads on page one all day.



Lead Tracking captures leads directly to your CRM system.



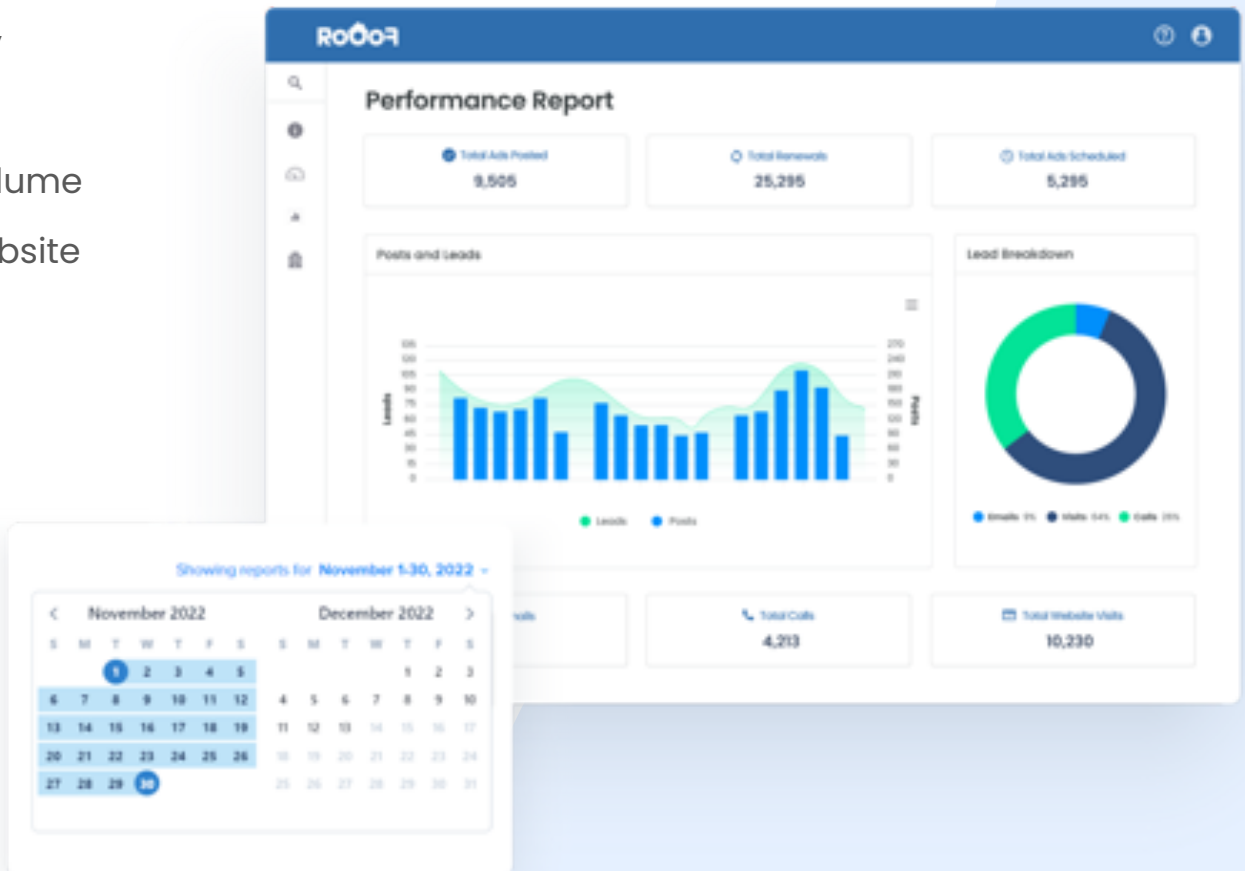
Prices are automatically kept accurate on posted ads.*

*Additional costs may apply.

Track Performance

Real time visibility to posting activity + leads:

- Ad posting activity by property or portfolio
- Ad renewal and scheduling volume
- Leads generated by: email, website or phone
- Report based on a specific or preferred time frame



Integrations

We offer seamless integration and lead tracking with the solutions you have.
We're also proud to be the only Knock Elite Technical Partner offering services for Craigslist.



Get Started!

How to Reach Us.



Sales Inquiries

sales@rooof.com



Request Demo

postengine.com/request-demo



Call Us

[\(206\) 735-3239 Ext. 1](tel:(206)735-3239)



Live Chat

Postengine.com