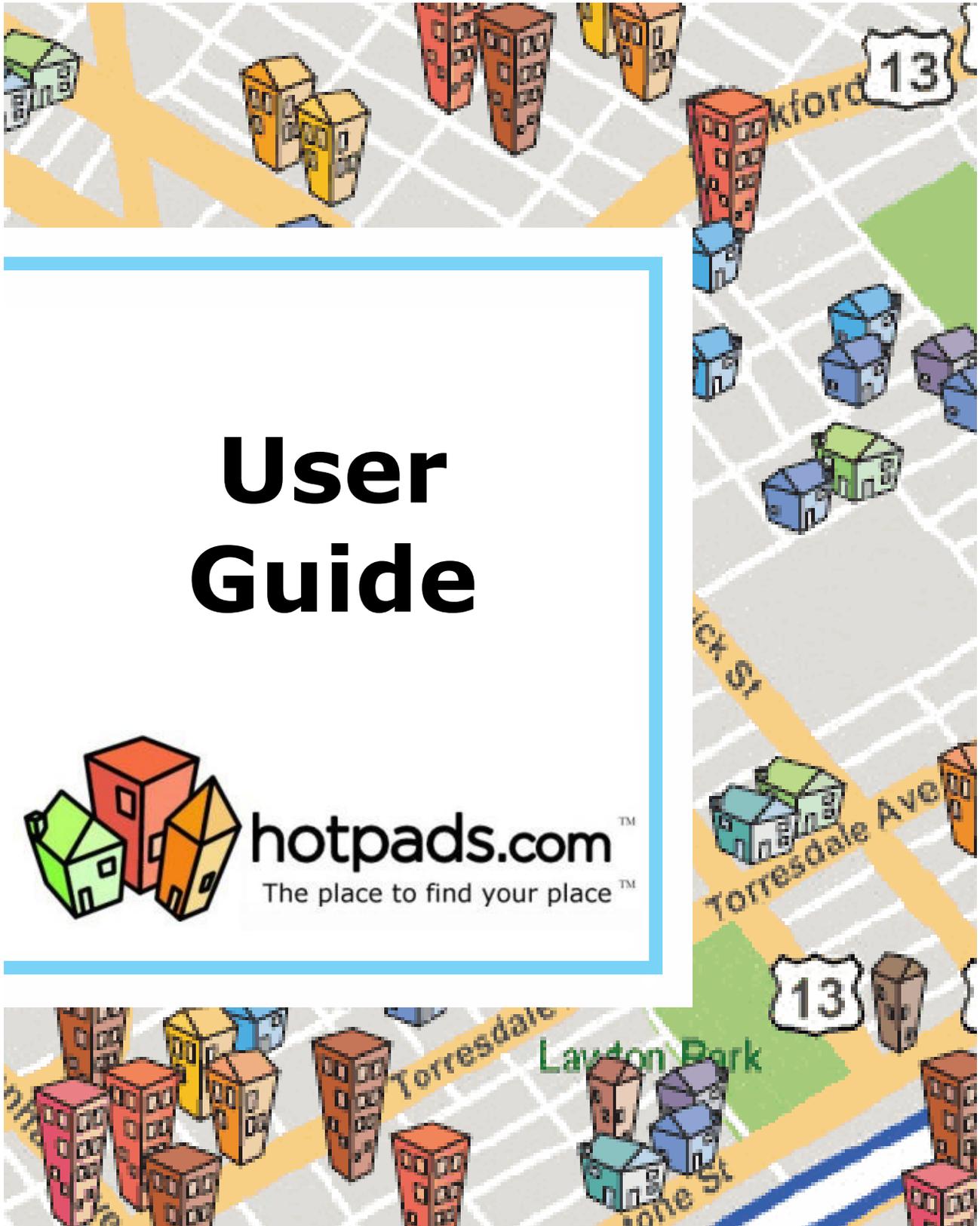


User Guide



hotpads.comTM
The place to find your placeTM





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Welcome to HotPads.com!

HotPads.com is a free, map-based rental housing search engine.

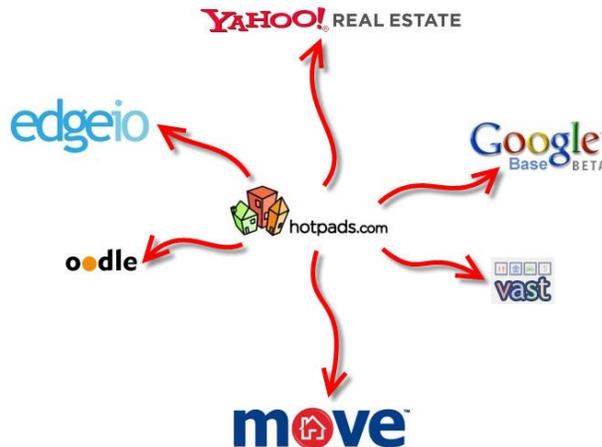
With our one-of-a-kind search engine, consumers can see a wide variety of apartments and rental houses starting with real estate's most important attribute: **location**.



Why List on HotPads?

HotPads is widely recognized as an industry leader in the housing market.

More broad-based websites like Yahoo and Google look to HotPads to help power their search portals with automated feeds of high quality rental listings.



Get your property the attention it deserves!



Anatomy of a Listing

Create detailed listings with:

- Detailed descriptions
- Custom amenities
- Contact info & lease terms
- Unlimited photos
- Unlimited floorplans

Information | Photos | Floorplans | Similar Listings | My Notes | Close

Rental Large Building

The White House

- 1600 Pennsylvania Ave
Washington, DC 20500
- Property size: 136 units

[Printable version](#) | [Share on Facebook](#)
[Report listing](#) | [Save to del.icio.us](#)

[email manager](#) | [call or visit](#)
[add to favorites](#) | [email a friend](#)

Pricing and Availability

Studios: \$900
1 beds: \$1100 to \$1375
2 beds: Negotiable
3 beds: Please Call

Lease Terms

Enter specific lease information for your property

Military Discounts?
Short lease term availability?
Furnished apartments?

More Information



Management Company Info



Managed By:
HotPads
[Visit Web Site](#)

Preview Message

Hook apartment shoppers with a brief description of your property.
Your preview message is limited to 255 characters.

Description

You can provide a detailed description of your property in this section.
There is no limit to the length of your full description, so provide as much information as you want!

Property Amenities

- Furnished Units Available
- Jogging Trail
- On-Site Management
- Wheelchair Access
- 24-hour Emergency Maintenance
- Swimming Pool

Unit Amenities

- Air Conditioning
- Cats Welcome
- Large Dogs Welcome
- Washer/Dryer
- Walk-in Closets
- Vaulted Ceilings*
- Balcony/Deck/Patio/Porch
- Hardwood Floors
- Small Dogs Welcome
- Fireplace*
- Granite Countertops

* Available in Select Units



Getting Started

Create an Account

To begin creating your property listing, first create an account.

Click **create an account** in the upper right corner of your screen.

[Sign in](#) | [Create an Account](#)
[My Favorites](#) | [My Searches](#) | [List a Place](#)

You will be taken to the **Account Creation page**.

Your HotPads.com account info.

With a hotpads account you can:

- Keep track of which listings you've viewed between visits.
- Save searches and return to them later.
- Get email alerts about new listings matching your search.
- Save your favorite listings.
- Save personal notes about places you view.
- Post listings on hotpads... for free.

First Name:

Last Name:

Email: careful - it's case sensitive!

Verify Email:

Password: careful - it's case sensitive!

Verify Password:

I want Hotpads newsletters and updates emailed to me!

I want to be emailed when my account information changes.

Enter a question to be asked when you lose your password:

Enter the answer to your question:

1. Enter your name & email address

2. Select a password

3. Enter a question to be asked if you forget your password.

That's it... Now you can get started creating a property listing!

Throughout the listing creation process, there are "Help!" links that will assist you through the process.

Help!

Please select the type of listing you would like to post. This will help users specify their search to a certain type of listing.



Listing Your Property

Listing your property on HotPads is **FREE & EASY!**

Where to Start

listingguide@hotpads.com (edit) | Sign out
My Favorites | My Search | **1 List a Place**

hotpads.com
The place to find your place™

To begin your apartment and rental home search, click on the map, select a city from the sidebar, or search for a city.

Popular Cities
New York City
Washington, DC
Dallas-Fort Worth
Miami
Denver
Phoenix
SF Bay Area
Atlanta
Chicago
Los Angeles
Tampa
Seattle
Baltimore
Philadelphia
Detroit
Orlando
More...

My Searches
Try saving a search when you're looking at apartments for rent and rental houses

My HotPads
My Favorites
2 List a Place
Account info

3

Search Apartments and Homes for Rent
Location: ("Washington, DC" or "20036")

Map Search Text Search

List an Apartment or Home for Rent: Free!
Street:
City: State: Alabama
Submit Watch a Video Example

1. Click **My Listings** in the navigation menu
2. Select **My properties** in the "My HotPads" side bar
3. Enter the **address of your property** and click "submit."

*You will be automatically taken to the "Listing Creation Wizard."
By following the easy steps, you can create detailed and informative listings for your property... FREE!*



Location

1. Enter the name and address of your property.

Name & Location [Help!](#)

Property Name:

Apt/Unit #:

Street Address:

City:

State: ▼

Zip:

You must provide a valid address so your property can be properly displayed with our mapping technology, but you may choose to hide the actual address from users.

2. Place on Map & Verify

Click "Position on Map" to place your listing on the map and verify that your property is displayed correctly on the map.

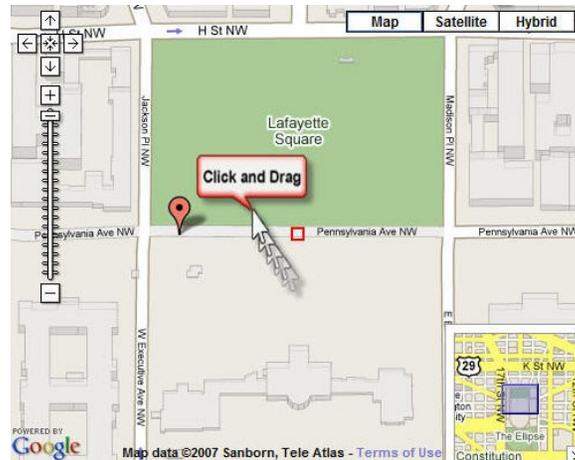
If your property is not in the correct location, click [Click here if the map is wrong.](#) Then, to position your property properly, you can:

- Drag the map manually until your property is positioned correctly and click "Get Map Center."

Or

- Enter the latitude and longitude of your property and click "Map this Lat/Long."

Your property will now be displayed in the location you have specified.



Save

Save and
Continue



Basic Info

Rental Type

Select the *type of listing* you would like to post: rental, corporate housing, or sublet. This will allow users to better narrow their search to match their specific criteria.

Building Type

Select the *type of property* you are listing. Depending on your building size, a different icon may be used to display your property on our map.

It is also helpful to list how many units are in the building to give users a better understanding of the size of your property.



= Large Apartment Communities



= Medium Apartment buildings



= Small Apartment Building



= Divided Houses or Townhouse



= Full Houses

Floorplan Pricing & Availability

Select which bedrooms are available in your property: studios, 1 bedrooms, 2 bedrooms, and/or 3+ bedrooms.

You can then set the pricing information for each size by entering:

- **Flat Rate**, where you can enter a specific price
Ex.: \$780
- **From/To**, which allows you to enter a price range
Ex.: \$640- \$720
- **Negotiable**, when you are willing to compromise
No price range will be displayed
- **Call for Price**, which will omit any pricing information from your listing

If a floorplan is not currently available, you can also specify when the various units will be available for rent.

Save

Save and
Continue

Location

Basic Info

Description

Contact
Info

Details

Photos

Floorplans

Activate



Description

Preview Message

Enter a brief message to be displayed in the full listing of your property. This is one of the first things users will see, so you can use this message to capture their attention!

Map Preview Message [Help!](#)

Preview Message: `**Hook apartment shoppers with a brief description of your property**`

(length: 69 / 255 max)

This short description is limited to 255 characters.

Long Description

You can provide a more detailed description of your property that is displayed in the full view of your listing.

Full Description [Help!](#)

Full Description:

`*|*Enter as much text as you want here...
There is NO LIMIT!**`

There is no maximum length for this description, so provide as much information as possible to better attract housing shoppers!

Save

Save and
Continue 



Contact Info

Property Contact Info

Enter the contact information for your property:

Contact Information [Help!](#)

Contact Name:	<input type="text" value="Property Contact"/>
Email:	<input type="text" value="demo@hotpads.com"/> <small>(Leads are sent to this email which is hidden to users)</small>
Phone:	<input type="text" value="202-111-1111"/>
Fax:	<input type="text" value="202-222-2222"/>
Website:	<input type="text" value="http://www.HotPads.com"/>

Your account info is the default contact name and email... but you can change it to anything you want!

Contact Times

List the times when housing shoppers can contact you to inquire about your property.

Lease Info

Enter any specific lease terms that might apply for your property. For example, income restrictions may apply," etc.

Lease Information [Help!](#)

Lease Terms:

Enter specific lease information for your property

Military Discounts?
Short lease term availability?
Furnished apartments?

Save

Save and Continue



Details

Searchable Amenities

Check the boxes beside the searchable amenities that your property offers. These are some common amenities that renters look for in a rental.

Searchable amenities [Help!](#)

- Washer/Dryer in unit
- Air conditioning
- Hardwood floors
- Balcony/deck/patio/porch
- Wheelchair access
- Furnished units available
- Big dogs welcome
- Little dogs welcome
- Cats welcome

Custom Amenities

- *Property Amenities*

You can add custom amenities of your property by entering the amenity and clicking 'Add New'.

Custom Property Amenities Help!	
Amenity	Actions
24-hour Emergency Maintenance	Delete
Jogging Trail	Delete
On-Site Management	Delete
Swimming Pool	Delete

Add new:

- *Apartment Amenities*

Add any custom amenities (*i.e.* granite countertops) included in individual units.

If an amenity is only available in some of the units, you can check the box "only in select units"

Property Logo

You can upload an image from your files to serve as your property's logo. This will be displayed on the full view of your listing.

To add a logo, either browse your computer for a saved photo or, if it is already online, simply paste in the URL.



Photos

Upload Photos

You can add as many photos of the property as you would like... Show renters why your property is perfect for them!

Add new property photo [Help!](#)

Either browse for the file on your computer, or if it's already on the web, just paste in the URL...

Local file:

- or -

Web file:

If you're finished adding photos...

HotPads currently only accepts .jpg, .gif, .bmp, and .png file types. If you need to upload another type, such as a .pdf, please email

You can then add captions and labels to your picture to describe what is captured in the photograph.

Primary Photo

Select which photo you would like to be the main property photo. This picture will show up when users scroll over the building icon in the map, as well as on the first page of your listing.

You can also change the "Primary photo" by selecting "Set primary photo" next to one of your photos. This should be the best and most representative photo of your property and is the photo that will appear next to your property on the map and on the front of the full view page.

LocationBasic InfoDescriptionContact InfoDetails**Photos**FloorplansActivate



Floorplans

Floorplan Info

Enter some basic information about the floorplan:

- Name
- # of bedrooms
- # of bathrooms
- Square footage
- Rent
- Descriptions

You can add as many floorplans as you want for each property!

Edit Floorplan Amenities

You can list what amenities each floorplan offers by typing in a new amenity and hitting "add." If an amenity is only available in certain units, check "Available only in select units."

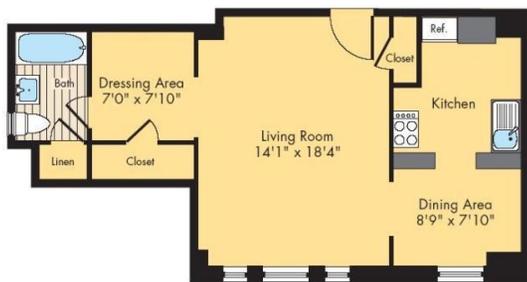
Edit floorplan amenities		
Amenity	Available in Select Units	Actions
Fireplace	*	Delete
Vaulted ceilings		Delete

Add new: Available only in select units

Edit Layout Image

You can also insert an image of the floorplan.

This image will allow renters to see exactly what floorplans are available in your property.



Edit Photos

Finally, you can add as many photos of the floorplan as you want by using our simple uploading system. Floorplan pictures work in much the same way as regular property photos and you can add a caption and label to describe each of them.



Activate

Activate Your Listing

You can activate your listing for a day... or 32! Simply select the number of days you would like your listing to remain active and click "Submit."

Activate/Extend Listing [Help!](#)

Activate your listing for as long as 32 days.

Days to extend:

*If you still have vacancies after the 32 days, simply log back in and re-activate your listing. And don't worry... **it's still free!***

Request Permanent Listing

If you have a large property with year-round vacancies, you may wish to permanently activate your property.

Permanent Listing

Is this a large property with year-round vacancy?
If so, we'd be happy to list it permanently.

- ◆ **Listing must include photos.**

We review every permanent listing request individually. If your permanent listing request is approved, you will not be required to renew your listing every 32 days.

Location

Basic Info

Description

Contact Info

Details

Photos

Activate



Editing Your Listing

You can edit your listing at any time quickly and easily!

From the homepage, click "My Listings" in the upper right corner.

[Demo@HotPads.com \(edit\)](#) | [Sign out](#)
[My Favorites](#) | [My Searches](#) | [My Listings](#)



All of your properties will be displayed in a table:

Change Rows Displayed: 50

Displaying 0 to 5 out of 5

Name (click name to edit)	Street	City	State	Listing End Date	Preview	Edit	Pricing
660 Charles Ave.	660 Charles Ave.	Kingston	PA	Not Active	Preview	Edit	Pricing
Example Property	1600 Pennsylvania Ave NW	Washington	DC	Not Active	Preview	Edit	Pricing
Rustic Oaks Apartments	401 Fleming	Wylie	TN	Not Active	Preview	Edit	Pricing
Testing	1420 17th St NW	Washington	DC	Not Active	Preview	Edit	Pricing
The White House	1600 Pennsylvania Ave	Washington	DC	Not Active	Preview	Edit	Pricing

Edit Listing

You can edit a particular listing by clicking on the property name. You will be taken to the listing creation form where you can change any information that you have entered or add more details about the property. After making the modifications to your listing, click "Save" and your listing will be updated to reflect your edits.

Edit Pricing

If you wish to change the pricing for a particular listing, select the "Edit" link in the row of the property you wish to edit.

A box will appear where you will be able to change the pricing structure for all of the floorplans you have added to your listing.

Edit Pricing for The White House

Studio Pricing Type:

Studio Price: \$ no decimals

One Bedroom Pricing Type:

One Bedroom Low Price: \$ no decimals

One Bedroom High Price: \$ no decimals

Two Bedroom Pricing Type:

Three Plus Bedroom Pricing Type:



Creating a Company

Why Create a Company

If you have multiple listings, you may want to create a company account on HotPads.

Creating a company allows you to easily manage all of your listings and assign managers to individual listings. You will also be able to display your company's logo and contact information on all of your listings to better advertise your company's properties to renters.

How to Create a Company

All you need is a name, email address, and website URL to create a company. Your company email will not be visible to users.

You may also upload a logo that will be displayed, along with your company's name and website, on each of your listings.

General Info

Company Name:

Email:

Company Website:

Logo

Company Logo:



Management Company Info



Managed By:
HotPads
[Visit Web Site](#)



Managing Your Company

There are numerous easy ways to manage your properties once you have created an account for your company.

To manage your company, click "My Listings" in the upper right corner and then go to the "Managers" tab.

Company Sub-Menu

[Edit Properties' Permissions](#) | [Edit Managers' Permissions](#) | [Invite New Managers](#) | [Show Properties with All Managers](#)

Edit Properties' Permissions

You can select which managers from your company are responsible for managing individual listings by clicking "manage" next to the designated listing. Then, just select from who you want to assign to the listing from the list of your company's managers.

Edit Managers' Permissions

You can assign a manager or multiple managers to a specific listing, as long as they are part of your company. Once they are assigned as the manager of a listing, the managers can update their own listings, activate and deactivate the listings based on availability, and edit their listings when necessary.

Invite New Managers

If there is a manager who you would like to be part of your company but doesn't have a HotPads account, you can easily invite them. Simply fill out the form and we will send them an email with their login name and a password. They will then be part of your company and you can assign them to be the manager on one or more of your company's listings.

Manage access to all your properties

You can decide who is able to edit all of your listings quickly and easily. Other than assigning specific managers to specific properties, you can also remove managers from your company and remove individual property manager's permissions to edit a listing.



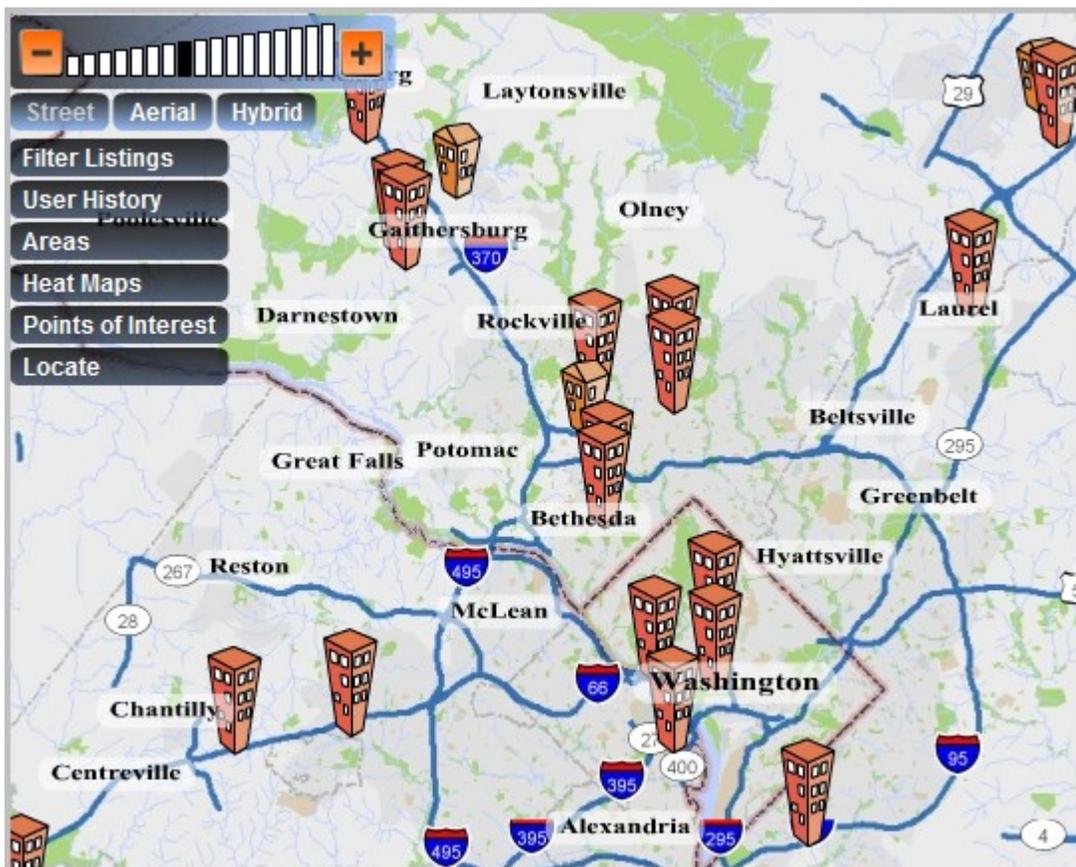
Linking to Your Properties

Under your "Company Info" tab, you will notice that there is a box with a link to all of your company's properties.

This link allows you to display only **your** company's active listings on our map. Users will be able to use all of HotPads' search functionality while only viewing your company's listings.

This is a useful tool that you can:

- Add to your website
- Email to housing shoppers if alternatives are needed
- Include in a newspaper classified ad
- ... Anything you can think of!





Contacting HotPads

If you have any additional questions, comments, or suggestions, don't hesitate to contact HotPads.com!

Mailing Address

HotPads, Inc.
P.O. Box 53104
Washington, DC 20009

Telephone

Phone: 202.232.1581
Fax: 202.330.4568

Email

ClientServices@HotPads.com

Additional Links

For common questions and to learn more about using HotPads, please see our "Help/FAQs" page:

<http://hotpads.com/pages/help/index.htm>

For more information about HotPads, please visit us on our blog:

<http://daily.hotpads.com>

