

EQUINOX PORTAL

Module: The Listing Manager

Equinox Portal

Equinox Portal is a powerful marketing and operations platform for rental real estate.

The screenshot displays the Equinox Portal interface for the Waterside Public & Portal Site. The user is logged in as Gordon Eriksen. The main navigation bar includes links for Admin Home, Content Mgr., Apps, Reports, Users, Help, View Public Site, and View Portal. Below the navigation, there are several sections:

- What would you like to do?** with quick actions: Manage Content, Sales / Marketing, View Reports, and Manage Users.
- Tenant Manager** section with a "Recent Deals" table:

Deal Date	Create Date	Name	Building	Apt
8/14/12	8/8/12	Ghura, Chirag		
8/13/12	7/26/12	Jain, Anushi		
8/13/12	8/9/12	Liassos, Lee		
8/12/12	8/12/12	Christofakis, Steven		
8/11/12	8/6/12	Fredlund, Sarah		

- Applications** section with "Pre-Reg Automation" and "Campaign Manager" details.
- Reports** section showing traffic metrics for 2012-07-21 to 2012-08-20, including a 30-day metrics summary and a "Last 7 Day Visits" line graph.
- Recent Activity** sidebar listing content edits and portal traffic.

Traffic: 2012-07-21 to 2012-08-20
Total Visits: 12703 | Avg. Time on Site: 00:02:47 | New Visits: 57.31 | Bounce Rate: 39.61

30 Day Metrics
Total Visits: 12703 | Avg. Time on Site: 00:02:47 | New Visits: 57.31 | Bounce Rate: 39.61

Last 7 Day Visits

Date	Visits
Tue, 08/14/12	500
Wed, 08/15/12	450
Thu, 08/16/12	400
Fri, 08/17/12	380
Sat, 08/18/12	300
Sun, 08/19/12	250
Mon, 08/20/12	100

Portal Traffic

Time Period	Visits
Today	20
Last 7 days	161
Last 30 days	722

The Listing Manager

A core module is the Listing Manager, which organizes your apartments for rent.

The screenshot displays the Equinox Listing Manager interface for the Waterside Public & Portal Site. The interface is divided into two main sections: a listing list and a detailed listing view.

Listing List:

- Navigation: Admin Home, Content Mgr., Apps, Reports, Users, Help, View Public Site, View Portal.
- Sub-navigation: Listing List, Listing Image Manager, Feeds and Syndication, Generate Sales PDF, Generate Broker Blast, Twitter.
- Actions: Manage Content, Sales / Marketing, View Reports, Manage Users.
- Title: Apartments For Rent
- Filters: Filter by Building: All, by Status: All, Submit, Search by ID: [input], Submit.
- Options: Show missing floor plans, Show missing images.
- Table:

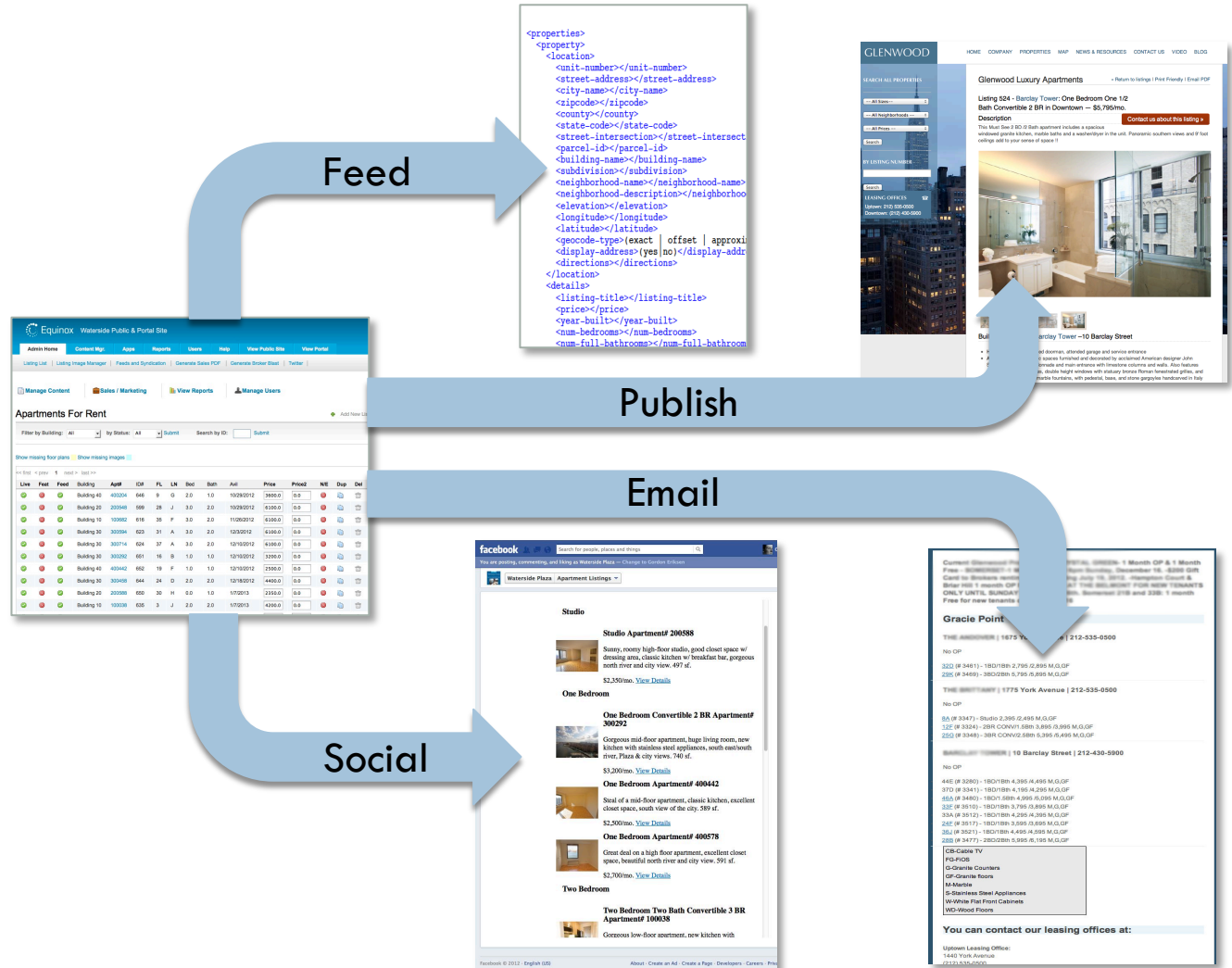
Live	Feat	Feed	Building	Apt#	ID#	FL	LN	Bed	Bath	Avil	Price
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 40	400204	646	9	G	2.0	1.0	10/29/2012	3600.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 20	200548	599	28	J	3.0	2.0	10/29/2012	6100.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 10	100682	616	35	F	3.0	2.0	11/26/2012	6100.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 30	300594	623	31	A	3.0	2.0	12/3/2012	6100.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 30	300714	624	37	A	3.0	2.0	12/10/2012	6100.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 30	300292	651	16	B	1.0	1.0	12/10/2012	3200.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 40	400442	652	19	F	1.0	1.0	12/10/2012	2500.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 30	300458	644	24	D	2.0	2.0	12/18/2012	4400.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 20	200588	650	30	H	0.0	1.0	1/7/2013	2350.0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Building 10	100038	635	3	J	2.0	2.0	1/7/2013	4200.0

Listing Detail: ID646 :Two Bedroom 1 Bath @ Building 40

- Navigation: Back to List, Previous Listing, Next Listing.
- Actions: Live, Featured, Feed.
- Form Fields: Building (Building 40), Apt (400204), Square Feet (867), Type (2BR), FL (9), Line (G), Bathrooms (1), Bedrooms (2), Total Room, Effective (10/29/2012), Status, Outdoor Space, Neighborhoods (Waterside Plaza).
- Description: Beautiful low-floor apartment with walk-in closet & new kitchen with stainless steel appliances, west/south city view. 867 sf.
- Media: Floorplan (2_40_C_1_9.png), Video, Slideshow.
- Pricing: Price 1 (3600.0), Price 2 (0.0), Price Text, Net Effective, Term Min (12 Months), Term Max (24 Months), Type (Unstabilized).
- Notes + Incentives: Listing Notes (How to Show by appt only), Agent Note (Internal Only): Apt. 90. Beautiful low-apartment with walk-in new kitchen with stain. appliances, west/south view. 867 sf. Available, Broker Incentive (OP), Rent Incentive (Concessior).

The Listing Manager

Once populated with apartments, with a few clicks the Listing Manager can be used to create feeds, webpages, email blasts, and social media.



Feeds

A “feed” is a stream of your apartment data that brokers and rental websites can access *automatically* to ensure they have your current information.

```
<properties>
  <property>
    <location>
      <unit-number></unit-number>
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      <county></county>
      <state-code></state-code>
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      <subdivision></subdivision>
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      <neighborhood-description></neighborhoo
      <elevation></elevation>
      <longitude></longitude>
      <latitude></latitude>
      <geocode-type>(exact | offset | approxi
      <display-address>(yes|no)</display-addr
      <directions></directions>
    </location>
    <details>
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      <price></price>
      <year-built></year-built>
      <num-bedrooms></num-bedrooms>
      <num-full-bathrooms></num-full-bathroom
```

n*kedapartments

The New York Times

 Rent.com

NYBits 

 HALSTEAD
PROPERTY

 MyNewPlace

 STREET EASY

Web Publishing

Build a listing site with your apartments, including search, slideshows, floorplans, maps, neighborhood and building overviews, and fully accessible mobile.

GLENWOOD HOME COMPANY PROPERTIES MAP NEWS & RESOURCES CONTACT US VIDEO BLOG

SEARCH ALL PROPERTIES

--- All Sizes ---
--- All Neighborhoods ---
--- All Prices ---

SEARCH

BY LISTING NUMBER

SEARCH

LEASING OFFICES
Uptown: (212) 535-0500
Downtown: (212) 430-5900

Glenwood Luxury Apartments

Listing 524 - Barclay Tower: One Bedroom One 1/2 Bath Convertible 2 BR in Downtown — \$5,795/mo. [Contact us about this listing >](#)

Description

This Must See 2 BD /2 Bath apartment includes a spacious windowed granite kitchen, marble baths and a washer/dryer in the unit. Panoramic southern views and 9' foot ceilings add to your sense of space !!

Building Amenities Barclay Tower —10 Barclay Street

- **Helpful:** 24-hour uniformed doorman, attended garage and service entrance
- **Artistic & Unique:** Public spaces furnished and decorated by acclaimed American designer John Saladino, three-story Colonnade and main entrance with limestone columns and walls. Also features statuary bronze entrances, double height windows with statuary bronze Roman fenestrated grilles, and two solid Rojo Alicante marble fountains, with pedestal, base, and stone gargoyles handcarved in Italy

Mobile App Screenshot 1:

www.glenwoodnyc.com Search

GLENWOOD

Select Neighborhood
Select Apartment Size

SEARCH
Leasing Offices
Uptown: (212) 535-0500 • Downtown: (212) 430-5900

View by Neighborhood

Mobile App Screenshot 2:

SEARCH
Leasing Offices
Uptown: (212) 535-0500 • Downtown: (212) 430-5900

Properties > Upper East Side > The Pavilion

The Pavilion: 500 East 77th Street

Share • Email

Overview • Floorplans • Map • Listings

The Pavilion: 500 East 77th Street

Share • Email

Overview • Floorplans • Map • Listings

Studio, \$2,595/mo.
Large sleeping alcove with great view, shopping center and more.
Avail. 12/13/12

Two Bedroom Two Bath Condo
Brand new renovated 2 bed 2 bath with stainless steel appliances in 1st floor. Excellent closets. 24 hour doorman. Includes a grocery store. Shopping center.
Avail. 12/13/12

Two Bedroom Two Bath Condo

[View Large Floorplan >](#)

[Contact us about this listing >](#)

Email Blasts

Send Broker Blasts with your listings, including data not available to the general public including incentives, OPs, showing instructions, onsite contacts, and apartment numbers, all formatted perfectly for mobile.

Current General Promotional -CRYSTAL GREEN- 1 Month OP & 1 Month Free - SORROWSET- 1 Month OP until Sun Sunday, December 15. -\$200 Gift Card to Brokers renting Agent starting July 15, 2012. -Hampton Court & Briar Hill 1 month OP FREE MONTH AT THE BELMONT FOR NEW TENANTS ONLY UNTIL SUNDAY DECEMBER 15th. Somerset 21B and 33B: 1 month Free for new tenants only, until 12/15

Gracie Point

THE ANSWER | 1675 York Avenue | 212-535-0500

No OP

[32D](#) (# 3461) - 1BD/1Bth 2,795 /2,895 M,G,GF
[29K](#) (# 3469) - 3BD/2Bth 5,795 /5,895 M,G,GF

THE BRITANNY | 1775 York Avenue | 212-535-0500

No OP

[8A](#) (# 3347) - Studio 2,395 /2,495 M,G,GF
[12F](#) (# 3324) - 2BR CONV/1.5Bth 3,895 /3,995 M,G,GF
[25G](#) (# 3348) - 3BR CONV/2.5Bth 5,395 /5,495 M,G,GF

BARCLAY TOWER | 10 Barclay Street | 212-430-5900

No OP

44E (# 3280) - 1BD/1Bth 4,395 /4,495 M,G,GF
37D (# 3341) - 1BD/1Bth 4,195 /4,295 M,G,GF
[46A](#) (# 3480) - 1BD/1.5Bth 4,995 /5,095 M,G,GF
[33F](#) (# 3510) - 1BD/1Bth 3,795 /3,895 M,G,GF
33A (# 3512) - 1BD/1Bth 4,295 /4,395 M,G,GF
[24F](#) (# 3517) - 1BD/1Bth 3,595 /3,695 M,G,GF
[36J](#) (# 3521) - 1BD/1Bth 4,495 /4,595 M,G,GF
[28B](#) (# 3477) - 2BD/2Bth 5,995 /6,195 M,G,GF

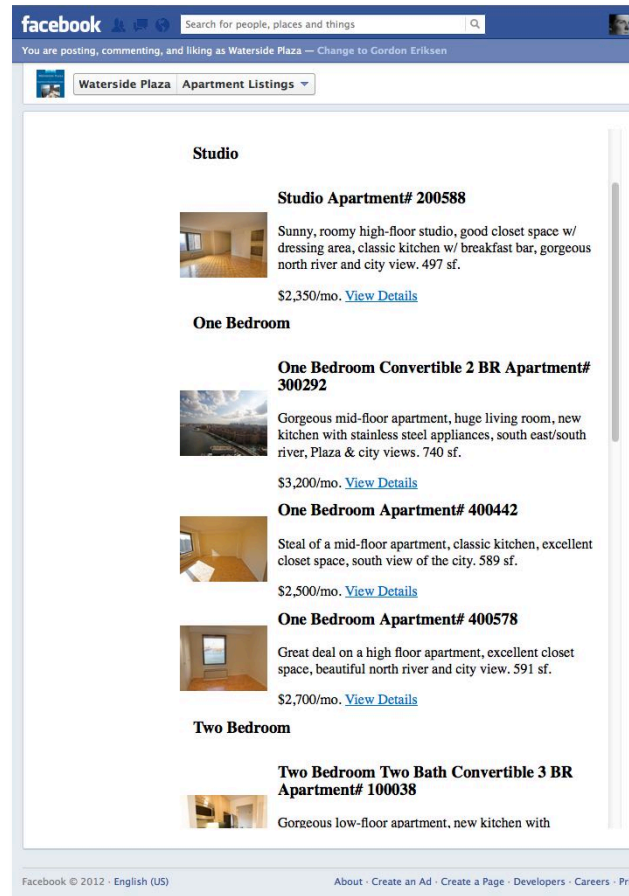
CB-Cable TV
FG-FIOS
G-Granite Counters
GF-Granite floors
M-Marble
S-Stainless Steel Appliances
W-White Flat Front Cabinets
WD-Wood Floors

You can contact our leasing offices at:

Uptown Leasing Office:
1440 York Avenue
(212) 535-0500

Social Media

Make your apartments available inside Facebook. Stream links to your apartment detail pages on Twitter. Share your best interior shots on Pinterest and Instagram.



The screenshot shows a Facebook page for "Waterside Plaza Apartment Listings". The page is organized into sections for different apartment types:

- Studio**
 - Studio Apartment# 200588**: Sunny, roomy high-floor studio, good closet space w/ dressing area, classic kitchen w/ breakfast bar, gorgeous north river and city view. 497 sf. \$2,350/mo. [View Details](#)
- One Bedroom**
 - One Bedroom Convertible 2 BR Apartment# 300292**: Gorgeous mid-floor apartment, huge living room, new kitchen with stainless steel appliances, south east/south river, Plaza & city views. 740 sf. \$3,200/mo. [View Details](#)
 - One Bedroom Apartment# 400442**: Steal of a mid-floor apartment, classic kitchen, excellent closet space, south view of the city. 589 sf. \$2,500/mo. [View Details](#)
 - One Bedroom Apartment# 400578**: Great deal on a high floor apartment, excellent closet space, beautiful north river and city view. 591 sf. \$2,700/mo. [View Details](#)
- Two Bedroom**
 - Two Bedroom Two Bath Convertible 3 BR Apartment# 100038**: Gorgeous low-floor apartment, new kitchen with

Facebook © 2012 · English (US) About · Create an Ad · Create a Page · Developers · Careers · Priv



The screenshot shows a Twitter profile for "Waterside Plaza Apts" (@watersideapts). The profile includes:

- Header**: Profile picture of a building, name "Waterside Plaza Apts", and handle "@watersideapts".
- Bio**: "Ideal #Manhattan residential #apartment #rentals. Luxury #amenities include #doorman, #health club, #pool, #dining, #garage & more. East 25th St. New York, New York · http://watersideplaza.com/?_vsrefdom=twitter
- Stats**: 1,318 TWEETS, 172 FOLLOWING, 103 FOLLOWERS. A "Follow" button is visible.
- Tweets**: A list of three tweets, each with a building image, text describing an apartment, and a link to the listing page.

A Product of Waverly Hicks Ltd.

To schedule a demo of Equinox, please contact:

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