

GUIDE TO XML FEEDS

Equinox Portal

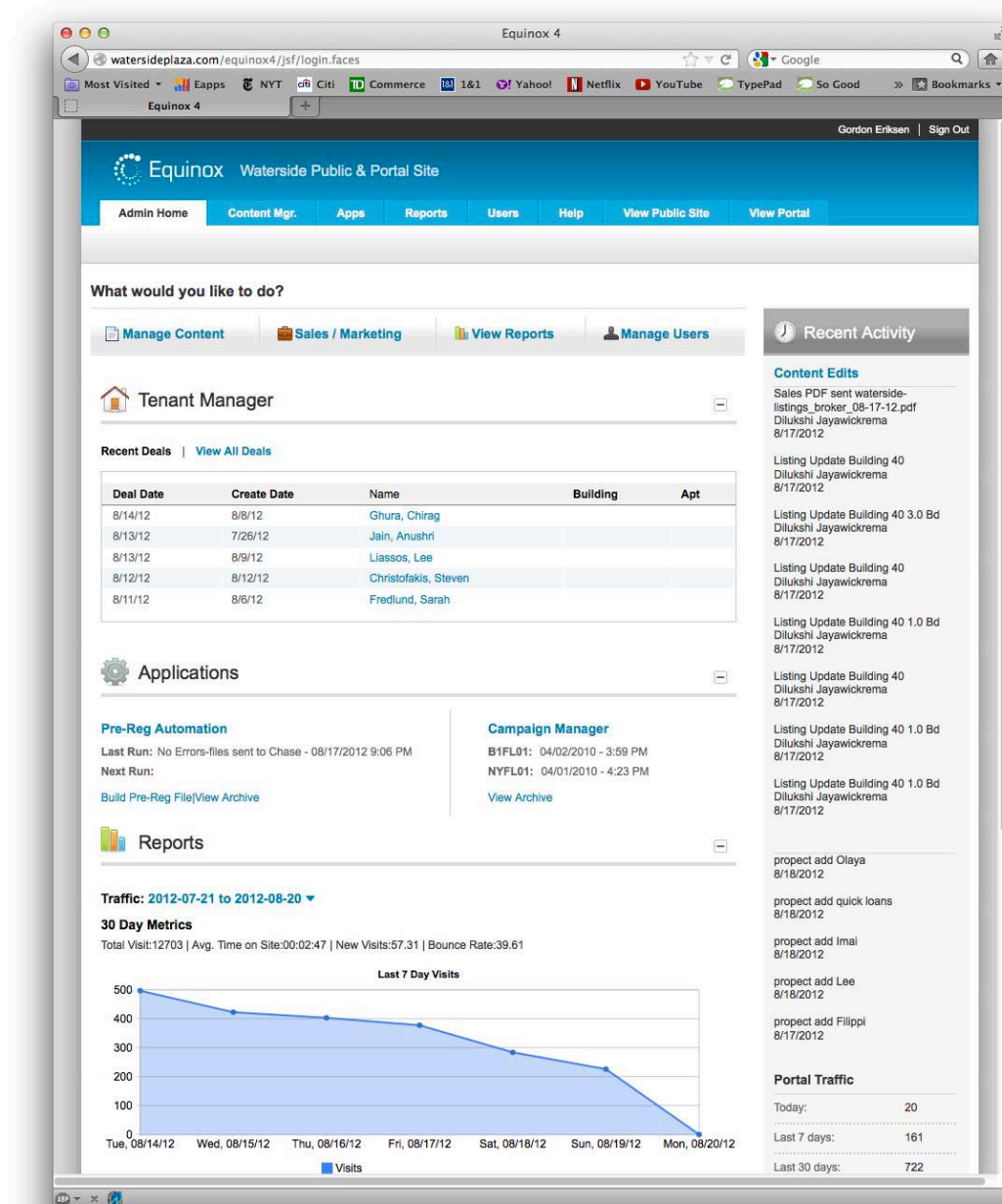
What is an XML feed?

- An XML feed takes your apartment listing information and structures it so it can be used automatically by partners such as brokers and listing sites like StreetEasy.
- Updates are made in your property management system or on the web, and then are syndicated to all your preferred partners.

```
<properties>
  <property>
    <location>
      <unit-number></unit-number>
      <street-address></street-address>
      <city-name></city-name>
      <zipcode></zipcode>
      <county></county>
      <state-code></state-code>
      <street-intersection></street-intersect
      <parcel-id></parcel-id>
      <building-name></building-name>
      <subdivision></subdivision>
      <neighborhood-name></neighborhood-name>
      <neighborhood-description></neighborhoo
      <elevation></elevation>
      <longitude></longitude>
      <latitude></latitude>
      <geocode-type>(exact | offset | approxi
      <display-address>(yes|no)</display-addr
      <directions></directions>
    </location>
    <details>
      <listing-title></listing-title>
      <price></price>
      <year-built></year-built>
      <num-bedrooms></num-bedrooms>
      <num-full-bathrooms></num-full-bathroom
```

What is the shortest path to getting a feed?

- Our product, Equinox Portal, can turn your data into a feed automatically.
- You can enter or upload a spreadsheet of your listings on whatever schedule you would like.
- You can enhance your feed with photos, floorplans, and property descriptions, where available.



What do I need to get started?

- a spreadsheet or list of apartments
- address and contact phone and emails
- size, price, description, building and apartment amenities
- pictures and floorplans if available

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Vacancy Report 2.11.13

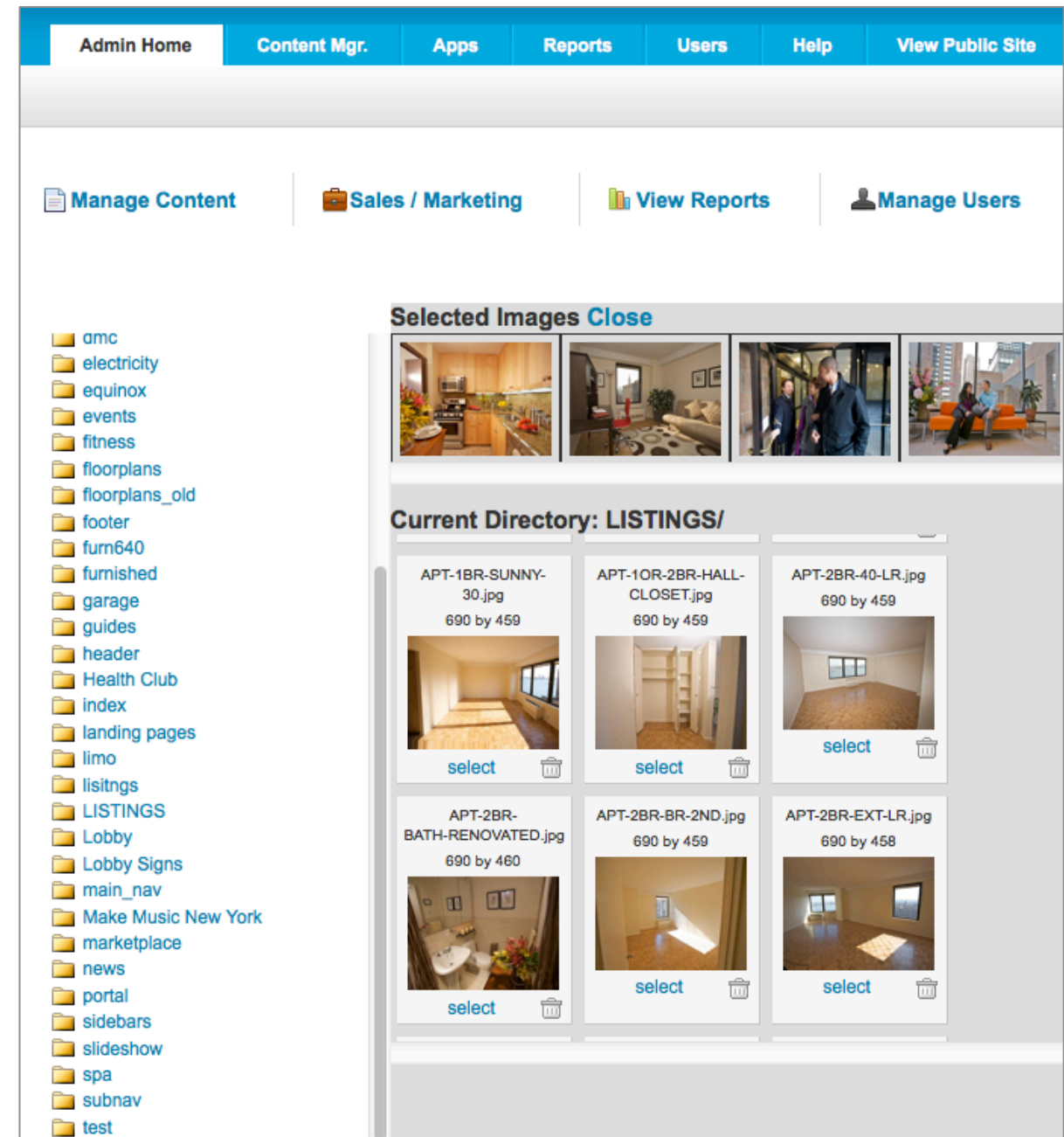
Loss to Date	Apt.	Reason	Date Vacant	Old Rent	New Rent		# of Rooms	Commer
e (910)								
19,045.60	301		7/14/2011	1,002.40	1,095.00		3.50	KITCHEN
	111			1,188.01	1,095.00		3.50	RENTAL OFFICE
6,651.12	402	BL	6/1/2012	831.39	1,095.00		3.00	KITCHEN, BATH APP-F
6,326.88	306	LX	8/1/2012	1,054.48	1,095.00		3.50	KITCHEN, BATH
3,608.31	602	BL	11/3/2012	1,202.77	1,095.00		3.50	KITCHEN, BATH APP-F
2,411.10	107	CC	11/2/2012	803.70	850.00		2.00	KITCHEN, BATH
1,292.28	S11	EV	12/14/2012	646.14	1,025.00	P	3.00	KITCHEN, BATH
1,933.80	606	LX	12/19/2012	966.90	1,095.00	P	3.00	
1,384.10	209	RL	12/31/2012	1,384.10	1,350.00	P	4.00	
628.44	307	EV	1/17/2013	628.44	900.00	S	2.00	KITCHEN, BATH
1,282.75	411	TR	1/15/2013	1,282.75	1,095.00	P	3.00	
1,096.02	506	BL	1/11/2013	1,096.02	1,095.00	P	3.00	
0.00	S09	CC	1/31/2013	1,283.60	1,350.00	P	4.00	
45,660.40				13,370.70	14,235.00	864.30		
Vacants	12	17.14%						
Apps	2	14.29%						

Staten Island Totals

		Vacancy Loss To Date	Old Monthly Rent	New Monthly Rent	Change in Monthly Rent
Vacants	39	7.93%			

What is the process of using Equinox?

- We set up your buildings
- We add images/plans
- We help you standardize your data
- You choose the targets of your feeds
- You upload or enter it on the web
- Thats it! (Check reports to confirm your data was received.)



Who can I feed to?

- ☐ Urban Compass
- ☐ Rent.com
- ☐ RDNY.com
- ☐ Naked Apartments
- ☐ Street Easy
- ☐ NYTimes
- ☐ NYBits
- ☐ Move.com
- ☐ MyNewPlace.com
- ☐ Apartments.com
- ☐ Real Plus
- ☐ OLR
- ☐ Trulia
- ☐ And, any other of your selected partners!



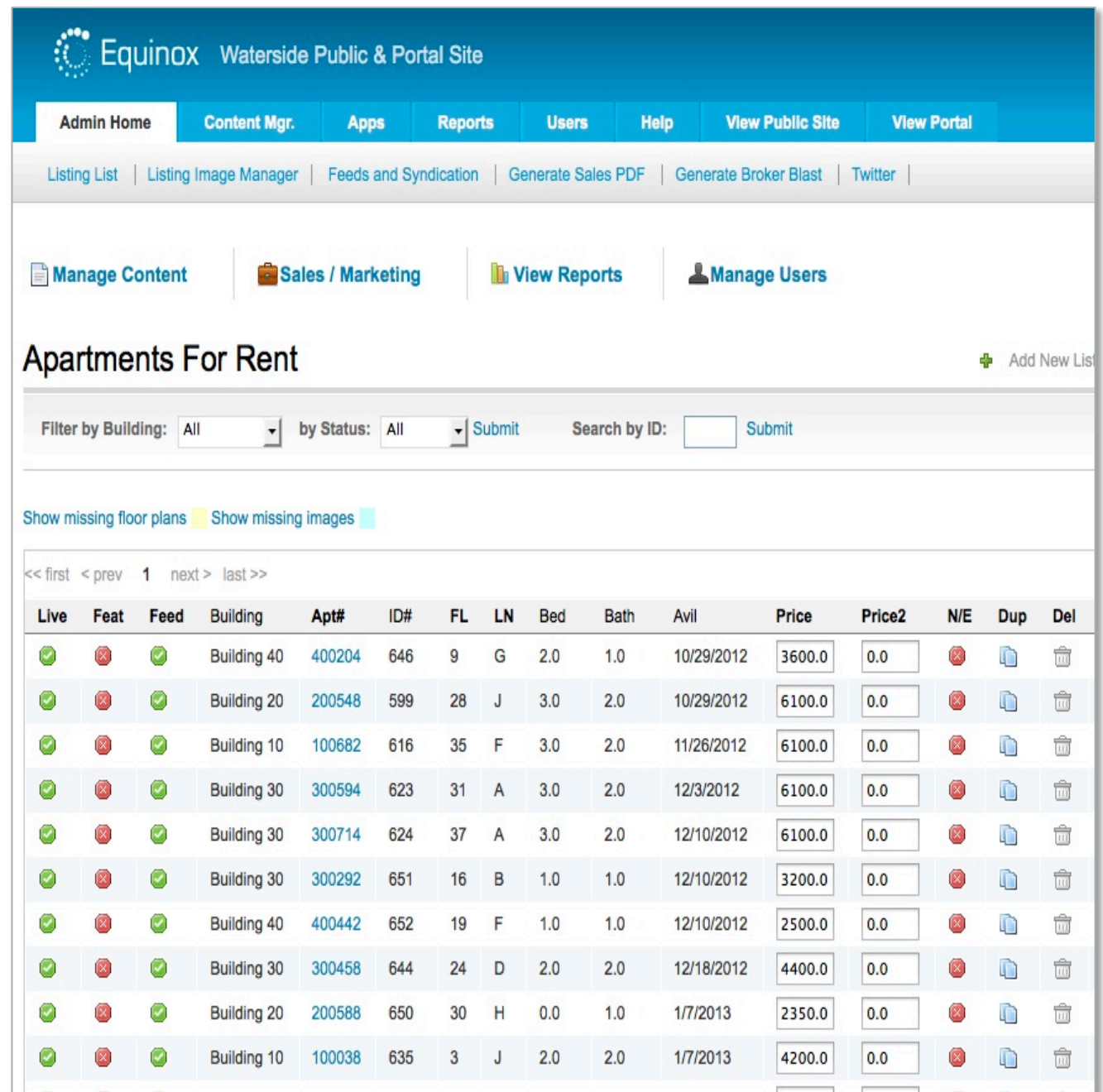
Time and cost?

- A typical feed-only Equinox project can be done in one week
- \$1999 set up for up to 4 standard feeds
- Add'l feeds \$250-\$500 one time set up
- \$199/month support (does not change with number of feeds)

28 Monday	29 Tuesday	30 Wednesday	31 Thursday	1 Friday	2
9 AM Deploy Server					
	10 AM Image, Folder, Building Load				
		11 AM Enter Listings			
			12 PM QA Feed		
				1 PM PUBLISH	

What else can I do with Equinox?

- Broker Blasts
- Web Publishing
- Social Media
- Mobile Devices
- Tenant Portal
- Agent Portal
- Manage Leads
- Deal Reports
- Track Advertising



The screenshot displays the Equinox Waterside Public & Portal Site interface. The top navigation bar includes links for Admin Home, Content Mgr., Apps, Reports, Users, Help, View Public Site, and View Portal. Below this, a secondary navigation bar lists Listing List, Listing Image Manager, Feeds and Syndication, Generate Sales PDF, Generate Broker Blast, and Twitter. The main content area features a 'Manage Content' section with tabs for Manage Content, Sales / Marketing, View Reports, and Manage Users. The 'Apartments For Rent' section includes a filter by Building (All) and by Status (All), with a search by ID field. Below the filters, there are links for 'Show missing floor plans' and 'Show missing images'. The table below shows a list of apartments for rent, with columns for Live, Feat, Feed, Building, Apt#, ID#, FL, LN, Bed, Bath, Avail, Price, Price2, N/E, Dup, and Del.

Live	Feat	Feed	Building	Apt#	ID#	FL	LN	Bed	Bath	Avail	Price	Price2	N/E	Dup	Del
✓	✗	✓	Building 40	400204	646	9	G	2.0	1.0	10/29/2012	3600.0	0.0	✗	✓	✗
✓	✗	✓	Building 20	200548	599	28	J	3.0	2.0	10/29/2012	6100.0	0.0	✗	✓	✗
✓	✗	✓	Building 10	100682	616	35	F	3.0	2.0	11/26/2012	6100.0	0.0	✗	✓	✗
✓	✗	✓	Building 30	300594	623	31	A	3.0	2.0	12/3/2012	6100.0	0.0	✗	✓	✗
✓	✗	✓	Building 30	300714	624	37	A	3.0	2.0	12/10/2012	6100.0	0.0	✗	✓	✗
✓	✗	✓	Building 30	300292	651	16	B	1.0	1.0	12/10/2012	3200.0	0.0	✗	✓	✗
✓	✗	✓	Building 40	400442	652	19	F	1.0	1.0	12/10/2012	2500.0	0.0	✗	✓	✗
✓	✗	✓	Building 30	300458	644	24	D	2.0	2.0	12/18/2012	4400.0	0.0	✗	✓	✗
✓	✗	✓	Building 20	200588	650	30	H	0.0	1.0	1/7/2013	2350.0	0.0	✗	✓	✗
✓	✗	✓	Building 10	100038	635	3	J	2.0	2.0	1/7/2013	4200.0	0.0	✗	✓	✗



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