

MEDIA KIT

The fastest way to find your
Gainesville apartment.



SWAMPRENTALS.com

The fastest way to find your
Gainesville apartment.

Apartment Homes & Condos Resources Neighborhood Guide

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Featured Communities

- Jefferson 2nd Ave
- Spyglass
- The Polos
- Stoneridge
- Arbor Lofts
- Greenwich Green

Photo of The Estates Apartments
Click here to see this apartment

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Gainesville apartments made easy! SwampRentals.com is the fastest way to find your perfect Gainesville apartment. Our advanced technology makes it easy for you to search Gainesville apartments, Gainesville homes for rent and Gainesville condos. Each listing contains photos and videos, neighborhood information, floor plan options and more. You can even share the Gainesville apartments you like with your friends via Facebook, Twitter and more. It's fast, easy and free!

info@swamprentals.com
(352) 219-6789
Fax (352) 224-3383
PO BOX 12295
Gainesville, FL 32604

Who uses SwampRentals.com?

A certain amount of leasing traffic is going to come to your door no matter what. They've seen your ads, driven by your location, or heard great word of mouth. But there is another large group of prospects who want to do a full apartment search. They're either very particular or they're totally clueless... either way, they want to evaluate a number of options and they want to do it quickly. These are the renters that use SwampRentals.com.

What makes SwampRentals.com the fastest way to get Gainesville renters?

100% Local to Gainesville

SwampRentals.com's users don't need to search through hundreds of cities or wade through amenities that aren't applicable to Gainesville apartments. From our neighborhood videos that introduce new residents to Gainesville to our special search functionality that searches "by the bedroom" or "by the apartment," SwampRentals.com is custom fit to Gainesville. In fact, our management team has over 10 year of experience in helping local property managers marketing their communities in Gainesville.

Built by Gainesville apartment managers for Gainesville apartment managers

Over a dozen experts from Gainesville's apartment industry provided direct input and feedback on the SwampRentals.com's functionality, content and marketing plan throughout the entire development process. Their ideas lead to many of the features that make SwampRentals.com one of the most advanced apartment search Web sites in the country.

Cutting-Edge Web Technology

We partnered with Gainesville-based 352 Media Group to develop the SwampRentals.com Web site. Nationally recognized as an outstanding Web technology firm and has won more than 80 Addy Awards for outstanding Web site design. 352 Media Group incorporated several cutting edge Web technologies into SwampRentals.com, including real-time apartment search result filtering, streaming video with zero load time, Facebook, Twitter and MySpace integration, comprehensive Search Engine Optimization, robust Site Analytics and more. Simply put, the technology in SwampRentals.com blows away the competition.

Access to Key Information

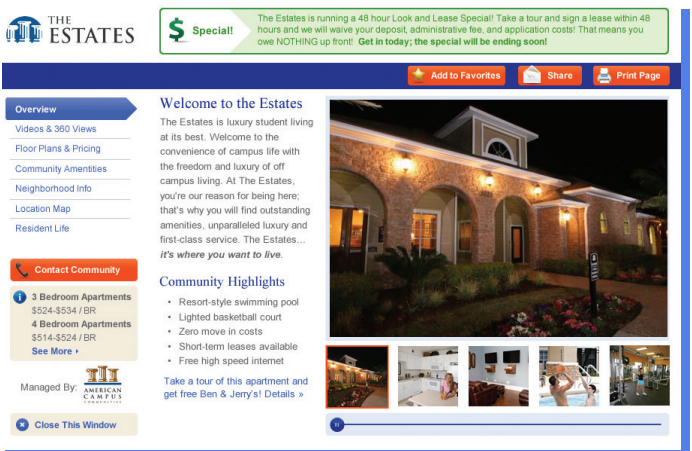
At the click of a button, you will be able to see the number of prospective renters visiting SwampRentals.com, how many of them visit your listing, and the number who ask for your contact information. SwampRentals.com also tracks our users as they navigate the site. Would you like to know who your top 10 competitors are? We can answer that question for you through our advanced analytics.

Painless, Real-Time Updates

You don't need an IT person or graphic designers to update your listing on SwampRentals.com. If you know how to surf the Web and use basic word processing software like Microsoft Word, you can update your listing anytime from any computer with internet access. You can easily add up to the minute specials, change highlighted floor plans, update prices and promote community events and more.

Fair, Predictable Pricing

Our prices are flat, monthly rates that fit easily into your budgets. We will never charge an additional "finder's fee" for when our users sign leases at your community, since getting you more signed leases is our job in the first place!!



SwampRental.com's Dynamic Search Delivers High Quality Traffic

Our search allows prospective renters to begin their search showing all of the housing options on SwampRentals.com. Very quickly, they are able to narrow down the list by adjusting their price range and other variables. Unlike traditional Web searches, the user is able to view results in real time as each adjustment is made. This allows potential renters to instantly find your community through a nearly limitless set of criteria.

Compares "Apples to Apples"

With some apartments charging by the bedroom and others pricing themselves by the unit, it can be more than frustrating for students trying to compare one community to another. Our site explains to prospective renters the difference between the two rent structures and permits them to search both by the bedroom and by the apartment.

Turns Traffic to Leases

The traffic that our search page generates is more likely to fit your target demographic. When they reach your leasing office, they are more likely to "look and lease" instead of "look and keep looking."

The screenshot displays the SwampRentals.com website interface. At the top, the logo and tagline "The fastest way to find your Gainesville apartment." are visible. The navigation bar includes "Apartments", "Homes & Condos", "Resources", and "Neighborhood Guide".

The search filters on the left include:

- Price your rent by: The Room, The Apartment
- Rent per month: Slider from < \$200 to \$600
- Miles to University: Slider from < 1 to 10
- Number of Bedrooms: Slider from 1 to 5+
- Roommate Matching:
- Lease Style:
- Lease Terms:
- Public Transportation:
- Best Suited for:
- Neighborhood:
- Pets:
- Policies:
- Parking:
- Community Features:
- Sports & Fitness Features:
- Green Efforts:
- Luxury Features:
- Other Apartment Features:
- Appliances:
- Cable & Utilities:
- Furnishings:

Green Efforts checkboxes:

- Paper Recycling Available
- Glass Recycling Available
- Plastic Recycling Available
- Low Energy Lighting Used
- LEED Certified

The map shows apartment locations in Gainesville, Florida, with red pins indicating search results. Below the map, the text "Apartments Showing 14 of 390" is displayed. The listings grid shows three rows of apartment photos with captions: "Arbor Lofts", "University Club", "Uptown Village at Townsend", "Lakewood Villas", and "Lakewood Villas".

At the bottom, there are social media icons, copyright information: "© Copyright OCC Ventures, Inc. All Rights Reserved. Web Design by 352 Media Group", and links for "Advertise With Us", "Admin Login", "Disclaimer", and "Powered by COX".

SwampRentals.com puts prospective residents directly in touch with you by promoting your contact information, Web site, Facebook page and more.

HIGHLY CUSTOMIZABLE APARTMENT LISTINGS

You Can:

- Highlight your community's most important features & amenities
- Showcase up to 40 photos
- List up to 10 floor plans
- Add Videos
- Highlight your resident events on the fully customizable Resident Life tab.
- Feature up to 180 amenities and call out your top 5
- Link directly to your social media pages on Facebook and Twitter.
- Track the number of prospective renters visiting your listing and the number that ask for your contact info.

Prospective Renters Can:

- Bookmark your listing and return directly to it
- Share your listing through their social media profiles like Facebook & Twitter
- Get directions to your leasing office
- Tour your property & get special incentives like free coffee, ice cream, or pizza from SwampRentals.com partners.
- Learn the neighborhood your community is located in.
- See your current specials and upcoming events on your specials bar.

THE ESTATES

Special! The Estates is running a 48 hour Look and Lease Special! Take a tour and sign a lease within 48 hours and we will waive your deposit, administrative fee, and application costs! That means you owe NOTHING up front! **Get in today; the special will be ending soon!**

Add to Favorites Share Print Page

Overview

Videos & 360 Views
Floor Plans & Pricing
Community Amenities
Neighborhood Info
Location Map
Resident Life

Contact Community

3 Bedroom Apartments \$524-\$534 / BR
4 Bedroom Apartments \$514-\$524 / BR
See More

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Close This Window

Welcome to the Estates

The Estates is luxury student living at its best. Welcome to the convenience of campus life with the freedom and luxury of off campus living. At The Estates, you're our reason for being here; that's why you will find outstanding amenities, unparalleled luxury and first-class service. The Estates... *it's where you want to live.*

Community Highlights

- Resort-style swimming pool
- Lighted basketball court
- Zero move in costs
- Short-term leases available
- Free high speed internet

Take a tour of this apartment and get free Ben & Jerry's! Details »

THE ESTATES

Special! The Estates is running a 48 hour Look and Lease Special! Take a tour and sign a lease within 48 hours and we will waive your deposit, administrative fee, and application costs! That means you owe NOTHING up front! **Get in today; the special will be ending soon!**

Add to Favorites Share Print Page

Choose a floor plan for more info

The Windsor

2 | 1048 sq. ft. \$1200 OR \$600/rm

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2 | 1048 sq. ft. \$1200 OR \$600/rm

The Windsor

2 | 1048 sq. ft. \$1200 OR \$600/rm

The Windsor

2 | 1048 sq. ft. \$1200 OR \$600/rm

The Windsor

2-bedroom, 2-bath
1048 square feet
\$1200 or \$600/month

Current Specials

- Lorem Ipsum Special for a limited time only you can get a free months rent with no deposit.
- Lorem Ipsum lots of specials for the lucky winner of this weekends sweepstakes

Current Specials for this Community

- Lorem Ipsum Special
- Lorem ipsum lots of specials
- Lorem Ipsum Special
- Lorem ipsum lots of specials
- Lorem ipsum lots of specials

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Close This Window