

365 Connect Launches Leasing Center Integration With The Housing Block

Award-winning online technology platform for the multifamily industry 365 Connect announced today the integration of its Marketing Syndication Platform with The Housing Block, a leading edge vertical search engine specializing in real estate listings. The integration automatically brings all of the marketing data from apartment communities using the 365 Online Leasing Center to The Housing Block via the 365 Marketing Syndication Platform.

September 14, 2011 (FPRC) -- NEW ORLEANS, LA – 365 Connect, the New Orleans based, award-winning online technology platform for the multifamily industry, announced today the integration of its Marketing Syndication Platform with The Housing Block, a leading edge vertical search engine specializing in real estate listings. The integration automatically brings all of the marketing data from apartment communities using the 365 Online Leasing Center to The Housing Block via the 365 Marketing Syndication Platform.

This new collaboration reflects and supports the shift in the multifamily market away from obsolete marketing strategies towards more economical and effective online marketing technology. 365 Connect research has repeatedly demonstrated that today's renters are online search oriented and gravitate to the most efficient search engine sites. This powerful integration delivers high market penetration through distribution of 365 Connect's client listings across The Housing Block's vertical search engine.

Navigating through the online real estate world can be an overwhelming and daunting task. The Housing Block has created the perfect solution to simplify this process and offer the ultimate user experience. It allows users to explore their housing options through a well organized, easy to navigate and appealing interface. The Housing Block delivers users social media tools, to share their favorite listing with friends on Facebook and Twitter, as well as search tools that deliver results according to the degree of relevance. The Housing Block provides users with a one stop solution for finding their next home.

The Marketing Syndication Platform is a joint product of 365 Connect and MultifamilyBiz.com, which harnesses and syndicates information across the Internet through multiple data the feeds from 365 Connect's Network of Online Leasing Centers. The powerful MultifamilyBiz.com platform serves as the data hub and entrance point for the syndicated feeds, delivering detailed community information inside a single interface.

Going beyond traditional hosted websites, the 365 Connect Technology Platform gathers and sorts data into bundles and then mass syndicates the most relevant data that apartment shoppers are seeking (such as photos, floor plans and pricing) across the Internet. The Marketing Syndication Platform saves multifamily property owners time and money through the elimination of redundant marketing efforts, which also normally demand an extraordinary amount of management staff time.

In today's ever-expanding Internet marketplace, in which 90% of all housing searches start on the Internet, it is vital that multifamily owners and operators market their communities online efficiently

and inexpensively. 365 Connect strives to place each of its clients' apartment communities in as many online destinations as possible with automatic, real-time updates in a seamless process that property managers never have to touch, see or update. By pushing the leasing information from the 365 Connect Platform across high traffic sites, such as The Housing Block, 365 Connect clients are ensured that their most needed property information is reaching online prospects across the breadth of the Internet.

365 Connect and MultifamilyBiz.com are proud to align their Marketing Syndication Platform with The Housing Block to create integrations that help fulfill their mission to drive quality traffic to all of the 365 Connect Online Leasing Centers. This powerful and timely addition to the already award winning robust 365 Connect Technology Platform further cements 365 Connect's role as the leader in creative, leading edge, award winning web-based technology solutions for the multifamily industry.

About The Housing Block

The Housing Block is a comprehensive real estate search engine which boasts hundreds of thousands of real estate and apartments for rent listings throughout the United States and Canada. Through consolidating a number of syndication partners, such as 365 Connect, into a single online search platform, site visitors are able to enjoy an easy to use web-interface to help them find their next home. Founded by tech entrepreneurs Marc Ferland and Chad Griffin, The Housing Block's revolutionary real estate search engine optimizes the value of online real estate marketing. For more information, visit: www.housingblock.com.

About MultifamilyBiz.com

MultifamilyBiz.com is the Next Generation Internet Platform for the Multifamily Industry and is the place to be for everything touching multifamily housing. From the latest industry news, member posted press releases, to its robust vendor directories, MultifamilyBiz.com is dedicated to providing a suite of focused, leading-edge, online tools and resources designed to maximize and accelerate commercial activities in the multifamily marketplace. For more information regarding MultifamilyBiz.com and its services visit: www.MultifamilyBiz.com

About 365 Connect, LLC

Headquartered in New Orleans, Louisiana, 365 Connect was founded in 2003 by a team of multifamily housing professionals with wide-ranging expertise in real estate development, management and technology. 365 Connect provides web-based technology solutions to the multifamily industry, with a focus on resident and management interaction and doing business in the digital world. Today, 365 Connect is the leader designing and delivering award winning web-based multifamily technology platforms with an array of products ranging from online leasing centers and interactive resident platforms to MultifamilyBiz.com, a powerful and robust B2B industry portal. More information on 365 Connect businesses and services are available on the Web at: www.365connect.com

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Keywords

[365 Connect Technology](#)
[multifamily apartment marketing](#)
[online residential leasing](#)

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