



Defining, Managing and Marketing Today's Renter Experience: ApartmentRatings.com Products / Services

Organization: The Morgan Group

Date: 2/22/2022

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Our Mission: To strengthen relationships throughout the multifamily industry by creating a platform to attract, understand and retain renters based on leading edge technology, data, and education.

Our Vision: Provide transparent and honest information that enables renters and property managers to improve the evolving concept of "home."

Timeline / Project Milestones for all Products / Services:

- You salesperson has coordinated this contract and rollout timing with any SatisFacts programs if needed
 - Desired Target Start Date: **02/28/2022**
 - Term: One Year from Go Live Date
 - This agreement does not automatically renew
- Please sign this proposal and Order Form and return to your salesperson
- Internet Brands Accounting will email an invoice. How do you wish to be invoiced for services? :
 - ☐ Default – we will email our main point of contact a single, itemized invoice for all services outlined in this contract.
 - ☒ Individual Property Invoices – emailed to our main point of contact, each property manager or both.
morgangroupinvoices@avidbill.com and karenm@morgangroup.com
 - Internet Brands accepts Credit Card, Check or ACH payments. We also work with several payment systems.
 - Payment terms are net30. Any service not paid for in 60 days will be suspended until payment has been received.
- Account set up/programming/ training
- Services are live and any login credentials are provided

Products and Services:

- Reputation Monitoring, Management and Response
 - ☒ Manager Center
 - Description:
 - Manage your communities on ApartmentRatings by taking an active role in your listings on the largest repository of apartment review out there.
 - 89% of prospects read reviews before signing a lease
 - 78% of the site's visitors base their decision off reviews left on ApartmentRatings.com
 - 56% of residents/prospects feel the community has great customer service when reviews are addressed by management
 - Product Tiers and Pricing:
 - ☒ Manager Center
 - Real-time notification as each review is posted
 - Respond to reviews as the Verified Management Response
 - Manually manage property information like photos, floor plans and rents (see Leads Essentials to automate this)
 - Widgets to include your reviews on your community websites
 - Favorite a review so it's always at the top
 - Online reporting suite to track responses, review trending, compare scores against city averages, etc.
 - Unlimited web leads.
 - One Time Set Up Fee: \$100.00, for new properties only
 - Annual Fee: \$275.00

- ☐ Manager Center Plus
 - Everything that comes with Manager Center, plus unlimited phone leads.
 - One Time Set Up Fee: \$100.00, for new properties only
 - Annual Fee: \$499.00
- ☐ Manager Center Premium
 - Everything that comes with Manager Center Plus as well as premium placement, community URL and removal of all advertising.
 - One Time Set Up Fee: \$100.00, for new properties only
 - Annual Fee: \$599.00
- ☐ Verified Resident Program® (VRP) Select with Google Boost – API Integration (Recruitment emails sent 180 days prior to lease expiration – Resident lists pulled via API)
- ☐ Verified Resident Program® (VRP) Select with Google Boost – Manual (customer to provide complete resident list)
 - Requires an active Manager Center account
 - Description:
 - Get beyond organic reviews and dig into your silent majority of predominantly satisfied residents to improve the quality and quantity of reviews on ApartmentRatings.com
 - Automate the solicitation of reviews up to 4 times per year to refill your listing with fresh, timely content prospects want to see.
 - Client sends ApartmentRatings.com a resident list in Excel to include Property Name, Resident Name and Resident Email Address to facilitate 4 review solicitations each year: Lists are required 7 days prior to date listed below.

○ Solicitation #1 timing:	Upon Execution of this Contract
○ Solicitation #2 timing:	
○ Solicitation #3 timing:	
○ Solicitation #4 timing:	
 - Each completed review by a resident will post to ApartmentRatings.com within 24 hours and be displayed as a “Verified Resident” review.
 - Pricing:
 - Annual Fee: \$225.00
 - VRP Question Set (All questions are required and cannot be customized):
 - **Sharing Your Feedback Online**
 - Your community would like to share your answers to a few questions on ApartmentRatings.com. If you would like to share your feedback, please take **one minute to complete these brief questions**. Any ratings and/or comments that you provide will be displayed as being from a “Verified Resident” and **none of your personal information will be displayed**. Thank you!
 - Please note, if you have previously submitted a rating/review for this community on ApartmentRatings.com and you complete the following, this entry will overwrite your previous submission.
 - **Years at this apartment**
 - What year did you move-in into the apartment you are rating? [Select Year]
 - **Comments**
 - Millions of people use ApartmentRatings.com when searching for a new apartment home. Your feedback will be read to help make educated rental decisions. To support that, we ask that your review contain a minimum of 200 characters (including spaces), with the hope that you will leave valuable comments for shoppers to read. Thank you for taking the time and sharing your thoughts.
 - Tell us about your experience at this community: [Comment Box] (Please Note: A minimum of 200 characters is required)
 - **Ratings**
 - Please rate your satisfaction with the following regarding your current apartment home and community: [Five point rating scale: “1” “Extremely Dissatisfied up to “5” “Extremely Satisfied”]
 - Overall: Overall satisfaction, including your apartment home and experience as a resident at this community as compared to any other apartments
 - Noise: Level of noise heard when inside your apartment home (neighbors, traffic, etc.)
 - Grounds: Appearance and condition of community grounds, landscaping, and common areas
 - Safety: Exterior lighting of building entryways, community common areas, parking areas, and sidewalks
 - Neighborhood: Convenient access to shopping, entertainment, restaurants, schools, public transportation, major roads, etc.
 - Maintenance: Speed and quality that service requests are handled by the maintenance staff
 - Staff: Responsiveness, dependability, and professionalism of the office staff

What's Your Story?**Your Reputation: *Monitored. Measured. Managed.***

- **Recommendation**
 - Would you recommend this community to a friend? [Yes/No]
- A photo may be uploaded and will be displayed in conjunction with the review
- The reviewer will be invited to review the community on other sites, such as Google, Yelp and Facebook (a link to each community's page will be provided)
- **Google Boost** – Get more Google reviews through our automated review recruitment add on for VRP
 - Set up is simple. Use the Exchange platform to easily find your communities Google Business profile link
 - Easily manage Google Boost and VRP in one place
 - Turn it on or off for any communities
 - VRP recruitment is sent to residents to a survey or separately with VRP Select
 - 3 days after a resident submits a VRP review, we send an email instructing them how to add their ApartmentRatings review to Google
 - Helps improve Google Search rank, making your communities easier to find
- *VRP review cultivation is not active with the current agreement. Therefore, ApartmentRatings does not have an agreement in place nor the authority to cultivate reviews. Management Co. acknowledges their responsibility for cultivating authentic reviews. ^{bs} please initial*
- ☐ **Reputation Manager**
 - Requires an active Manager Center Account for each participating community
 - Description:
 - Monitor your online footprint, all in one place, as integrated into Manager Center; monitors ApartmentRatings, Google, Yelp, Facebook, Twitter, Bing, Yahoo, Citysearch, blogs, search queries, social media discussions and more
 - Pricing:
 - Annual Fee: \$300.00
- ☐ **Review Responder**
 - Requires an active Manager Center account for each participating community
 - Includes Reputation Manager dashboard above
 - Description:
 - A high volume of reviews online today is great for business, but can be cumbersome to manage. Hire a team of professional writers to respond to all your reviews on reviews sites and social channels
 - All reviews responded to within 48 hours
 - Positive reviews are responded to immediately
 - Negative reviews have a response drafted and sent to management for approval within 24 hours
 - Each review response is custom tailored to the review, written by trained experts on how to handle both positive and negative sentiment reviews.
 - Pricing:
 - \$159.00/property/month
- **Reputation Marketing**
 - ☒ **Leads Platform**
 - Description:
 - ApartmentRatings.com generates enormous volumes of traffic to property pages on the site due to its significant ranking in Google searches – and the Leads Platform lets you tap into this significant lead source, and include MITS feeds, all for dramatically less than other ILSs
 - Product Tiers and Pricing:
 - ☒ **Essentials: Free**
 - MITS Feed: Photos, floorplans, description, unit pricing, availability and more
 - Property Management Software (for Essentials MITS/ILS feed): **RealPage/OneSite**
 - Lead Tracking/Management Software (if applicable):
 - ☐ **Display Advertising**
 - Description:
 - Drive your message home with banner ads, reaching potential renters when making moving decisions

What's Your Story?**Your Reputation: *Monitored. Measured. Managed.***

- Pricing:
 - If interested, will be connected with an Internet Brands advertising sales representative with no obligation

Educational and Consulting Support – Program Enhancements

- Education/Seminars and Webinars
 - Pricing:
 - ☐ In-person seminars: \$750/hour, plus travel and accommodations
 - ☐ Online webinars: \$250/hour
 - Topics:
 - ☐ - Reputation Management
 - ☐ - Resident Retention
 - ☐ - SatisFacts Boot Camp
 - ☐ - Customer Service Basics
 - ☐ - Manager Center and Verified Resident Program®
 - ☐ - Other:
- Consulting Support
 - Rates, Terms:
 - Flat base rate for consulting in a number of areas; 50% deposit due up front; balance due upon delivery; reimbursement for any travel and accommodations required; additional hourly costs invoiced at \$125/hour upon project completion.
 - Please ask your salesperson for more information

Approval / Authorization of Contracted Services

This order ("**Order**") is governed by the SatisFacts Terms and Conditions, located at <http://satisfacts.com/AboutUs/TermsOfUse/tabid/96/Default.aspx> and if applicable, the Apartment Ratings Verified Resident Program Agreement or Manager Center Terms, located at <http://www.apartmentratings.com/terms/> which are incorporated by this reference. By signing this Order, Customer expressly agrees to the terms specified in this Order, which prevail in the event of contrary terms set forth in the SatisFacts Terms and Conditions and Apartment Ratings Verified Resident Program Agreement or Manager Center Terms.

Karen Martin

Printed Name

DocuSigned by:

Karen Martin

Signature

Director of Marketing and Support Services

Title

02/23/2022

Date

PLEASE ALSO VERIFY PARTICIPATING COMMUNITIES BY SIGNING THE FOLLOWING PAGE(S). IF ANY COMMUNITY IS LISTED AND SHOULDN'T BE DUE TO SALE OR LOSS OF MANAGEMENT, PLEASE NOTIFY YOUR SALESPERSON AND YOU'LL RECEIVE AN UPDATED PROPOSAL FOR SIGNATURE.

Order Form - ApartmentRatings.com Products

Company:	The Morgan Group
Street Address and Suite:	3000 Richmond Ave
City:	Houston
State:	Texas
Zip Code:	77098
Contact - First Name:	Karen
Contact - Last Name:	Martin
Title:	digital media and marketing manager
Work Phone:	713.361.7207
Fax:	NA
Mobile:	NA
Email:	karenm@morgangroup.com
Website:	www.morgangroup.com
Sales Representative:	Gen Martin
Start Date	2/28/2022
End Date/Expiration Date	2/28/2023
PM System	OneSite



Review Responder billed monthly @ \$159 per month per community							MC	MC Annual	VRP Annual	Review	AR Rep					
							Setup	Fee	Fee	Responder	Manager					
							\$100.00	\$275.00	\$225.00	\$1,908.00	\$300.00					
voices@avidbill.com and karenm@morgangroup.com							Actual Net of Discounts					\$100.00	\$275.00	\$225.00	\$1,908.00	\$300.00
						Mid Term Add or Cut Date	ApartmentRatings.com									
							Manager Center Setup Fee	Manager Center Annual Fee	Verified Resident Program Fee	Review Responder Fee	Reputation Manager Annual Fee		AptRatings Fees + Insite Annual Fees			
Community Name	Total Units	Community Address	City	State	Zip Code											
NEW Communities																
Domain Heights	406	401 W 25th Street	Houston	TX	77008		\$100.00	\$275.00				\$375.00				
Renewing Communities																
2222 Smith Street Apartments	152	2222 Smith Street	Houston	TX	77002			\$275.00				\$275.00				
2626 Fountain View	281	2626 Fountain View Drive	Houston	TX	77057			\$275.00				\$275.00				
3333 Wesleyan	528	3333 Wesleyan	Houston	TX	77027			\$275.00				\$275.00				
36Sixty	295	3660 Richmond	Houston	TX	77046			\$275.00				\$275.00				
4400 Syracuse	316	4400 Syracuse Street	Denver	CO	80237			\$275.00				\$275.00				
770 South Harbor	142	770 S Harbor Blvd	Fullerton	CA	92831			\$275.00				\$275.00				
7East Apartments	186	2025 E 7th St	Austin	TX	78702			\$275.00				\$275.00				
91Fifty	210	9150 Hwy 6 N	Houston	TX	77095			\$275.00				\$275.00				
Arlo Westchase	265	3505 West Sam Houston Par	Houston	TX	77042			\$275.00				\$275.00				
Avenue R	392	5455 Richmond Avenue	Houston	TX	77056			\$275.00				\$275.00				
Beacon at Buffalo Pointe	279	10301 Buffalo Speedway	Houston	TX	77007			\$275.00				\$275.00				
Caroline on Voss	307	2525 S Voss Rd	Houston	TX	77057			\$275.00				\$275.00				
City Place Montrose	306	306 McGowen	Houston	TX	77006			\$275.00				\$275.00				
Cypress Manor	196	8891 Cypress Manor Drive	Tampa	FL	33647			\$275.00				\$275.00				
Eclipse Apartments	330	1725 Crescent Plaza Drive	Houston	TX	77077			\$275.00				\$275.00				
Highpoint at Cypresswood	336	13920 Mandolin Drive	Houston	TX	77070			\$275.00				\$275.00				
Manor Homes of Fox Crest	272	3151 Northwest 90th Drive	Kansas City	MO	64154			\$275.00				\$275.00				
Meyerland Court Apartments	169	9700 Glenfield Ct	Houston	TX	77096			\$275.00				\$275.00				
Midtown 29	309	180 NE 29th St	Miami	FL	33137			\$275.00				\$275.00				
Morgan Manor Apartments	44	6815 Academy St	Houston	TX	77025			\$275.00				\$275.00				
Pearl 21 Eleven	215	2111 Westheimer Rd	Houston	TX	77098			\$275.00				\$275.00				
Pearl at the Mix	196	2910 Milam	Houston	TX	77006			\$275.00				\$275.00				
Pearl Biltmore	472	2323 East Highland	Phoenix	AZ	85016			\$275.00				\$275.00				
Pearl City Centre	148	10401 Town and Country Wa	Houston	TX	77024			\$275.00				\$275.00				
Pearl Dadeland	412	7440 N Kendall Drive	Miami	FL	33156			\$275.00				\$275.00				
Pearl Greenway	341	3788 Richmond	Houston	TX	77045			\$275.00				\$275.00				
Pearl Flagler Village	350	400 NE 3rd Avenue	Fort Lauder	FL	33301			\$275.00				\$275.00				
Pearl Lantana	204	6401 Rialto Blvd.	Austin	TX	78735			\$275.00				\$275.00				
Pearl Marketplace at Midtown	264	3120 Smith Street	Houston	TX	77006			\$275.00				\$275.00				
Pearl Midlane River Oaks	330	2121 Mid Lane St.	Houston	TX	77027			\$275.00				\$275.00				
Pearl Midtown	154	3101 Smith St	Houston	TX	77006			\$275.00				\$275.00				
Pearl Residences at City Centre	311	10402 Town and Country Wa	Houston	TX	77024			\$275.00				\$275.00				
Pearl Washington	322	5454 Washington	Houston	TX	77007			\$275.00				\$275.00				
Pearl Woodlake	376	2033 S Gessner Dr	Houston	TX	77063			\$275.00				\$275.00				
Emory West Cypress fka Prose West C	100	19770 Clay Road	Katy	TX	77449			\$275.00				\$275.00				
Riverland Apartments	276	420 Southwest 27th Avenue	Fort Lauder	FL	33312			\$275.00				\$275.00				
Sea Lofts at Boynton Village	433	600 Sea Lofts Drive	Boynton Be	FL	33426			\$275.00				\$275.00				
Sharpstown Park	156	6960 Bellaire Boulevard	Houston	TX	77074			\$275.00				\$275.00				
Stonewood Apartments	253	701 T.C. Jester Boulevard	Houston	TX	77008			\$275.00				\$275.00				
The Arts Apartments	228	2611 Ross Ave	Dallas	TX	75201			\$275.00				\$275.00				
The Carter Apartments	305	4 Chelsea Boulevard	Houston	TX	77006			\$275.00				\$275.00				
The Hayworth Apartments	246	1414 Wood Hollow Dr	Houston	TX	77057			\$275.00				\$275.00				
The Inverness Apartments	204	3133 Buffalo Speedway	Houston	TX	77098			\$275.00				\$275.00				
The Murphy	170	16101 Murphy Ave	Irvine	CA	92606			\$275.00				\$275.00				
The Parker	264	160 Birdsall St	Houston	TX	77007			\$275.00				\$275.00				
The Parker Apartments	264	4701 Charles Place	Plano	TX	75093			\$275.00				\$275.00				
The Southwestern Apartments	359	5959 Maple Avenue	Dallas	TX	75235			\$275.00				\$275.00				
Trails at Rock Creek	656	12502 Seattle Slew Drive	Houston	TX	77065			\$275.00				\$275.00				
NON Renewing Communities																
3000 Sage	324	3000 Sage	Houston	TX	77056											
Pearl La Floresta	204	420 La Crescenta Dr	Brea	CA	92823											
14258						TOTAL:	\$100.00	\$13,475.00				\$13,575.00				

APPROVAL OF LISTED PROPERTIES, PROGRAMS AND PRICING

Karen Martin
NAME

DocuSigned by:
Karen Martin
31FE73334DF0430... SIGNATURE

02/23/2022
DATE