



LETTER OF REFERENCE | MULTIFAMILY TRAFFIC

As you consider your digital advertising options, I'd like to offer my perspective on working with the professionals at Multifamily Traffic. I hope this will in some way give you more background on their service.

First off, Cottonwood Residential has partnered with Multifamily Traffic since 2012 for its organic SEO service. We started with a small number of properties. Then after rigorous testing we expanded to our portfolio. Our advertising spend is tightly budgeted; we were only able to take on that monthly expense as their SEO efforts generated an increase in traffic to our websites. This enabled us to eliminate excess internet listing service ads – giving us a net savings in advertising expense.

Secondly, we've worked with Multifamily Traffic with their PPC program – most recently proving its value with our lease-up in the competitive Orlando, Florida market. We're also using it in the highly competitive Dallas, TX market. What we appreciate most is their ability to create a maximum of traffic with an industry-leading cost per click rate.

Third and final, I can't think of another vendor that has been more "in-house" in their work. They truly do bring a partnership-level service to Cottonwood. At one time, we considered doing this in-house. By working with Multifamily Traffic, we get the best of both worlds – keeping our interests front and center while gaining their rich experience and cost-effective approach.

If you have any questions, I'd be happy to discuss this with you further. Please reach out to me at mbullock@cottonwoodres.com or my cell at 801-300-3315.

Sincerely,

A handwritten signature in black ink that reads "Matt Bullock".

Matt Bullock
Vice President of Marketing
Cottonwood Residential