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## About Our Service

PRINT



Apartment locating is a **FREE** service provided by licensed real estate agents. [About Brokerage Services](#)  
As professionals, [We Work For You](#) and receive our compensation from the apartment communities.

### What You Need To Do

Each apartment community that you visit will ask you to fill out a [Guest Card](#) which will ask how you were referred to the community. Please remember to write my name and company on the Guest Card.

Also, when you fill out an [Application Form](#), you will again be asked to identify how you were referred to the community. Please remember to write my name and company on the Application Form as well.

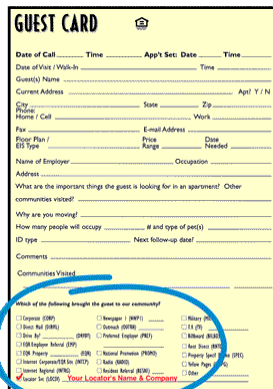
Please let me know when you fill out an Application Form or sign a lease. The apartments do not usually call me. The only way I know you have filled out an Application Form or signed a lease is if you call me.

### Filling Out Guest Cards

Guest Cards are used by apartment communities to record information about you (i.e. your name, date of visit, approximate moving date and how you were referred to the apartment). Each apartment community uses a slightly different Guest Card, however, the purpose is the same. Below is a sample of a typical Guest Card.

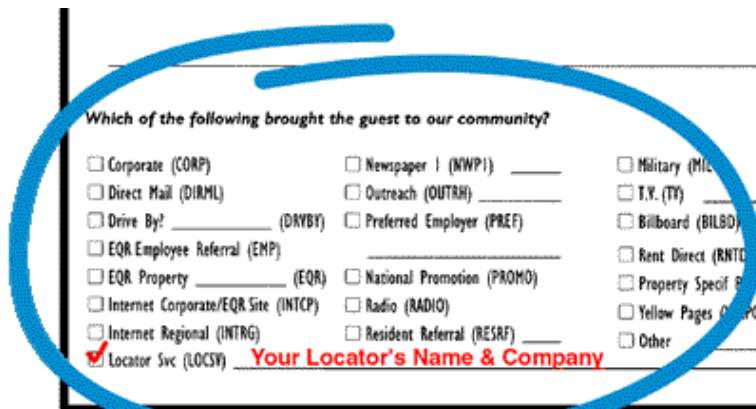


Please remember to write my name and company on the Guest Card.



**GUEST CARD**

Date of Call \_\_\_\_\_ Time \_\_\_\_\_ App's Sec. Date \_\_\_\_\_ Time \_\_\_\_\_  
 Date of Visit / Walk-in \_\_\_\_\_ Time \_\_\_\_\_  
 Guest(s) Name \_\_\_\_\_  
 Current Address \_\_\_\_\_ Apt. / Y / N \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Home / Cell \_\_\_\_\_ Work \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail Address \_\_\_\_\_  
 Single / Plan / \_\_\_\_\_ Price \_\_\_\_\_ Date \_\_\_\_\_  
 ID Type \_\_\_\_\_ Range \_\_\_\_\_ Needed \_\_\_\_\_  
 Name of Employer \_\_\_\_\_ Occupation \_\_\_\_\_  
 Address \_\_\_\_\_  
 What are the important things the guest is looking for in an apartment? Other  
 communities visited? \_\_\_\_\_  
 Why are you moving? \_\_\_\_\_  
 How many people will occupy \_\_\_\_\_ # and type of pet(s) \_\_\_\_\_  
 ID type \_\_\_\_\_ Next follow-up date? \_\_\_\_\_  
 Comments \_\_\_\_\_  
 Communities Visited \_\_\_\_\_  
 Which of the following brought the guest to our community?  
 Corporate (CORP)  Newspaper / (NWP1) \_\_\_\_\_  Military (MIL) \_\_\_\_\_  
 Direct Mail (DIRML)  Outreach (OUTRH) \_\_\_\_\_  T.V. (TV) \_\_\_\_\_  
 Drive By! \_\_\_\_\_ (DRYBY)  Preferred Employer (PREF) \_\_\_\_\_  Billboard (BILBD) \_\_\_\_\_  
 EQR Employee Referral (EMP) \_\_\_\_\_  Rent Direct (RNTD) \_\_\_\_\_  
 EQR Property \_\_\_\_\_ (EQR)  National Promotion (PROMO) \_\_\_\_\_  Property Specif \_\_\_\_\_  
 Internet Corporate/EQR Site (INTCP)  Radio (RADIO) \_\_\_\_\_  Yellow Pages (YP) \_\_\_\_\_  
 Internet Regional (INTRG)  Resident Referral (RESRF) \_\_\_\_\_  Other \_\_\_\_\_  
 Locator Svc (LOCSV) **Your Locator's Name & Company**



Which of the following brought the guest to our community?

Corporate (CORP)  Newspaper / (NWP1) \_\_\_\_\_  Military (MIL) \_\_\_\_\_  
 Direct Mail (DIRML)  Outreach (OUTRH) \_\_\_\_\_  T.V. (TV) \_\_\_\_\_  
 Drive By! \_\_\_\_\_ (DRYBY)  Preferred Employer (PREF) \_\_\_\_\_  Billboard (BILBD) \_\_\_\_\_  
 EQR Employee Referral (EMP) \_\_\_\_\_  Rent Direct (RNTD) \_\_\_\_\_  
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 Internet Regional (INTRG)  Resident Referral (RESRF) \_\_\_\_\_  Other \_\_\_\_\_  
 Locator Svc (LOCSV) **Your Locator's Name & Company**

### Filling Out Application Forms

Download [Rental Application](#)

When you decide on a new apartment, you must fill out an Application Form. The Application Form is used to identify who will occupy the apartment, credit history and how you were referred to the apartment community.

Most apartment communities use a standard Rental Application Form. Below is a sample of a standard Application Form.



In the box titled **Why You Rented Here**, please remember to write my name and company.

The image shows a full rental application form with various sections for personal information, employment, and rental history. A blue circle highlights the 'WHY YOU RENTED HERE' section on the right side of the form.

A close-up of the 'WHY YOU RENTED HERE' section of the form. The text is as follows:  
WHY YOU RENTED HERE Were you referred?  Yes  No If yes, by whom:  
Name of locator or rental agency: **Locator's Company**  
Name of individual locator or agent: **Locator's Name**  
Name of friend or other person: \_\_\_\_\_  
Did you find us on your own?  Yes  No If yes, fill in information below  
 On the Internet  Stopped by  Newspaper (name): \_\_\_\_\_  
 Rental publication: \_\_\_\_\_  
 Other: \_\_\_\_\_

## We Work For You

### Personal Service

When it comes to finding a new apartment home, we work hard for you and are a very valuable resource. As leasing specialists, we can quickly match your specific lifestyle, budgetary and location preferences to a list of apartment communities. We offer a personalized service that saves you time and simplifies a task that might otherwise be stressful.

### Specialized Knowledge

We continually receive updated information on the apartment communities throughout the city. In addition, we have acquired a vast amount of special knowledge about apartment communities that will go a long way to help ensure your long-term satisfaction with your new apartment home.