

**news**

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For Immediate Release

**Top Ten Most Popular VaultWare Powered Apartment Search Websites in Fourth Quarter 2009**

**January 19, 2009, Scottsdale, AZ** -- Realty DataTrust, makers of VaultWare™, the multifamily industry’s leading online apartment availability and reservation system, today released the list of the ten most popular apartment search websites powered by VaultWare during the 4th quarter of 2009. The rankings are based on the number of times renters check specific apartment availability online per property from the respective website.

Checking availability is typically the first step in the rental process and has become a critical function of an effective apartment marketing program. Apartment search websites that prominently display the VaultWare online availability functionality allow their users to instantly see current rental pricing and available apartments versus filling out an email form or calling to request this information. Apartment marketers who advertised with the websites on the list in the fourth quarter of 2009 had an average 775.6 unique apartment hunters check current apartment availability using the VaultWare Check Availability link.

Rent.com extended its stay at the top of the ranking for the 5<sup>th</sup> consecutive quarter while Craigslist.org continued trending to the top of the rankings. Apartments.com and ApartmentFinder.com also made significant improvements in performance since the same time period in 2008.

<b>Top Ten Most Popular VaultWare Powered Apartment Search Websites – Q4 2009</b>				
<b>Based on prospective renters checking apartment availability</b>				
<b>Q4 2009 Rank</b>	<b>Q3 2009 Rank</b>	<b>Q4 2008 Rank</b>	<b>Website*</b>	<b>Availability Searches per Property</b>
<b>1</b>	1 -	1 -	Rent.com	180.6
<b>2</b>	6 ↑	NR	Craigslist.org	123.4
<b>3</b>	3 -	5 ↑	Apartments.com	119.8
<b>4</b>	2 ↓	2 ↓	4walls.us	100.7
<b>5</b>	4 ↓	3 ↓	ForRent.com	72.6
<b>6</b>	5 ↓	6 -	ApartmentShowcase.com	57.2

<b>7</b>	7 -	NR	ApartmentFinder.com	55.7
<b>8</b>	8 -	8 -	Move.com	31.9
<b>9</b>	9 -	4 ↓	ApartmentGuide.com	20.1
<b>10</b>	10 -	9 ↓	MyNewPlace.com	13.6
<b>Total</b>				<b>775.6</b>

\* With a minimum of 200 apartment properties powered by VaultWare.

For more information, visit the VaultWare Online Marketing Index ([www.vaultware.com/marketindex](http://www.vaultware.com/marketindex)) which enables multifamily professionals to benchmark their individual property or their portfolios' online leasing results against industry averages. To see how rental pricing compares by marketplace, visit [www.PadZing.com](http://www.PadZing.com).

### **About Realty DataTrust Corporation**

Realty DataTrust Corporation, located in Scottsdale, Arizona, offers online leasing solutions for the multifamily housing industry that helps consumers reserve apartments online and decreases properties' vacancy rates. Over 120 management companies throughout the United States, from small property management companies to some of the country's largest real estate investment trusts, use the award-winning VaultWare check availability and reservation system. VaultWare lets consumers easily find and reserve an available apartment while giving apartment management companies reservations from highly-qualified prospects. PadZing.com, an apartment market trends division by Realty DataTrust, gives apartment owners, marketing executives and apartment brokers vacancy and rental rate data to help create forecasts, compile customized data trends per geographic region and analyze trend data to make daily business decisions. To learn more about Realty DataTrust, visit the company's website at [www.realtydatatrust.com](http://www.realtydatatrust.com).

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