

## Beat Your Competition to the Best Residents

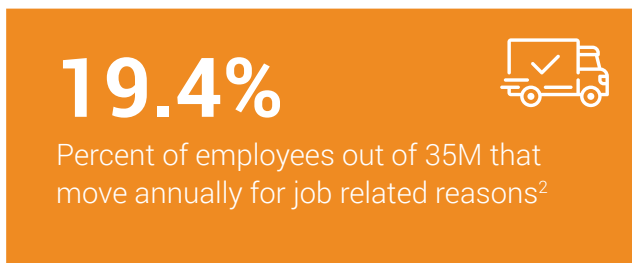
### Access a Steady Stream of High-quality Leads

What if you could be the first to know when prospective tenants are moving to your area and interested in rental housing? For starters, you could engage them with special offers and start creating a relationship before they ever step foot on your property. Now, you can do all that and more with EasyMove™ from First Advantage.

### A Solution That Helps You, and Your Residents

EasyMove provides property owners and managers with a steady stream of fresh, high-quality resident leads that originate from our Profile Advantage employment screening platform. As employment candidates apply for jobs in your area, they have the option of clicking a “Moving” link to answer a few questions about their prospective job-related relocation. In exchange, they receive exclusive deals on rental units in your area from participating property owners and managers.

- Access an industry-exclusive source of high-quality leads linked to individuals seeking employment and interested in moving.
- Receive the most up-to-date contact info for prospective residents along with an estimated move date and more.
- Prospective residents can simplify their housing search and receive special housing offers and discounts.



1 <https://www.urbanbound.com/relocation-statistics-to-know>

2 <https://www.simplyss.com/blog/moving-statistics/>

3 <https://www.allied.com/infographic/job-relocation-survey>

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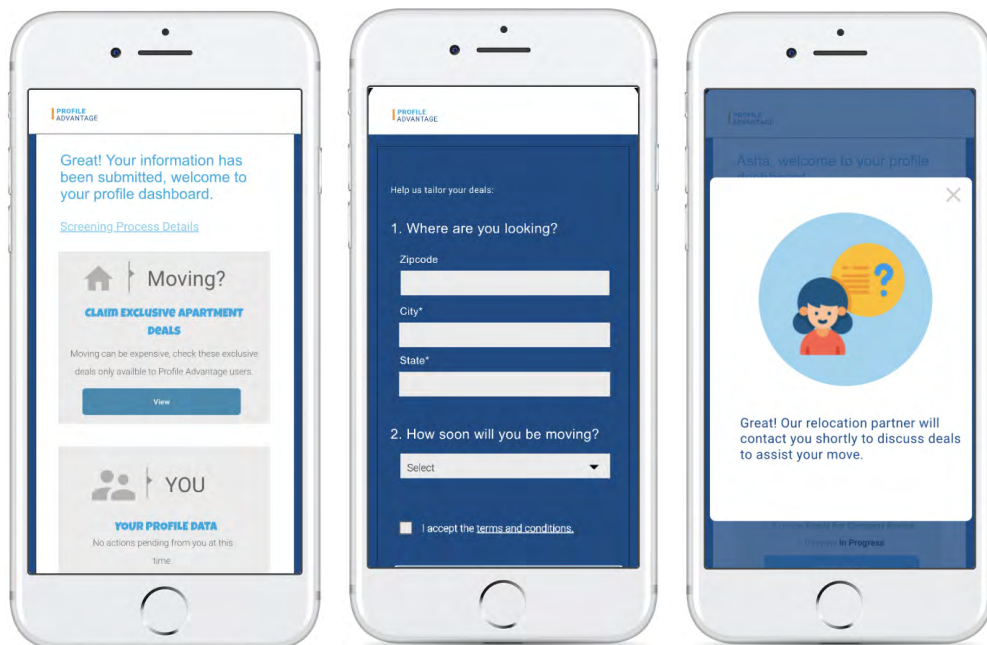
## Get Details on New Prospects, Daily

When you subscribe to EasyMove, you'll receive a daily data feed that includes important details provided by the prospective resident including:

- Name
- Current address
- Current phone number and email, if available
- Approximate location where they are moving, if available
- Approximate moving date, if available

Using these valuable contact details, you can engage the prospects with special offers depending on geography, timing and availability.

Sample images of the EasyMove “Moving” link within Profile Advantage, along with screen shots of the user experience.



## It's Time to Rethink Lead Generation

At First Advantage, we're dedicated to helping you identify and engage the best residents to fill your properties. This commitment is what motivated us to rethink lead generation with EasyMove and deliver an exciting new lead generation source that taps the power of our market-leading employment screening services.

We screen 66 million job candidates each year and serve 45 percent of America's Fortune 100 firms, which helps ensure that you get expansive, nationwide coverage for your rental properties and a constant flow of premium leads.

We can help. For more information, contact First Advantage today:

Call: 844.717.0510

Email: [resident.solutions@fadv.com](mailto:resident.solutions@fadv.com)

Visit: [fadv.com/resident](http://fadv.com/resident)