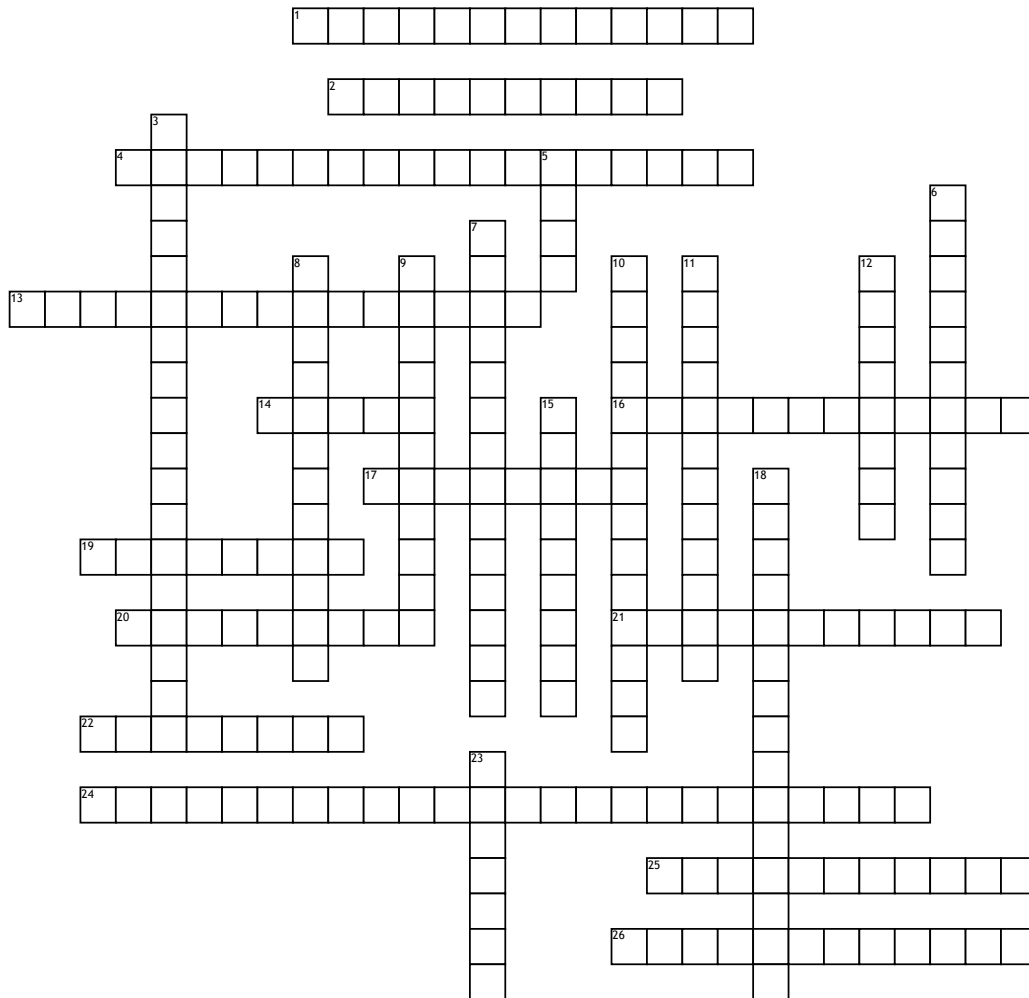


# RentPath's Industry Terminology



## Across

1. The remaining cash the landlord receives after paying all expenses for operating the property and any costs for work to get space ready for occupancy

2. A type of housing that the cost of rent is at or below 30% of one's income

4. The ratio of dividing the profit by total assets

13. The ratio that provides how many prospective residents turned into actual leases

14. A contract by which one party conveys land, property, services, etc., to another for a specified time, usually in return for a periodic payment

16. When someone has clicked on a hypertext link to view an advertisement which is often used as a measure of consumer engagement

17. Anyone who calls or visits the property inquiring about renting

19. When someone has violated their agreement and are removed

20. The percentage of occupied apartments within a community

21. Benefits that are offered by the landlord to draw tenants to vacant units or when a tenant decides to renew the lease

22. To sign a lease in advance of move out or completed construction

24. The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

25. The amount of money that is lost due to non-payment of rents and vacant units

26. When an applicant applies and is approved but does not decide to move in

## Down

3. All revenue from the property minus any necessary operating expenses

5. A former resident who moved out without notifying management or paying in full

6. Failure to pay any outstanding rent

7. This outlaws the refusal to rent a dwelling to any person because of race, color, disability, religion, sex, familial status, or national origin

8. A type of housing where the landlord can choose to rent the space at whatever price the local market may fetch

9. An apartment that is ready to be moved into

10. When a resident notifies management in writing of the intent to move

11. The person who works to find good tenants for their buildings

12. A prospective resident who was referred to the property

15. Features that are included with the property to enhance the desirability/value

18. A person who is in charge of operating the property

23. The action of extending the period if the contract

## Word Bank

AFFORDABLE

EVICITION

NET OPERATING INCOME

DELINQUENCY

CANCELLATION

CONCESSIONS

AMENITIES

RETURN ON INVESTMENT

CONVENTIONAL

SEARCH ENGINE OPTIMIZATION

MARKET READY

FAIR HOUSING ACT

NOTICE TO VACATE

EFFECTIVE RENT

OCCUPANCY

PROPERTY MANAGER

RENEWAL

REFERRAL

SKIP

PROSPECT

CLICK-THROUGH

VACANCY LOSS

LEASING AGENT

PRELEASE

LEASE

CONVERSION RATIO