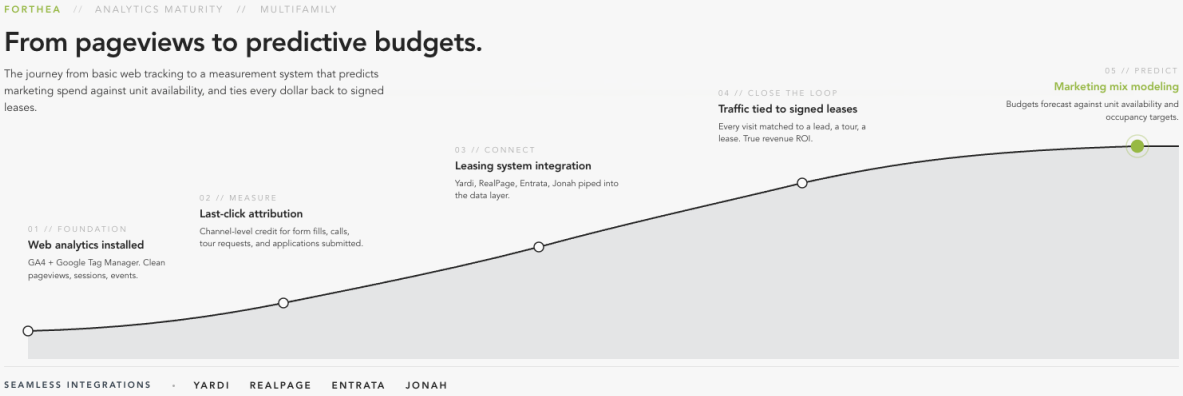

FORTHEA
Precision Marketing for Multifamily Portfolios
Increasing Move-ins and Quantifying ROI through Analytical Rigor and AI Innovation.

FORTHEA

Our Unique Business Model

Running large property portfolios demands centralized strategy, senior channel expertise, and analytics that ties spend to signed leases.



SEAMLESS INTEGRATIONS YARDI REALPAGE ENTRATA JONAH

Deep Multifamily Experience

Two decades in multifamily – from B/B+ value-add to luxury Class A. Clients include Hanover, Berkshire Venterra, and Dinerstein.

3-Level Analytics Maturity Model

From traffic health (L1) to leasing revenue (L2) to profit-optimized spend via proven proprietary Media Mix Modeling (MMM) process (L3). Budgets minimized to hit move-in targets.

Nationally Recognized Channel Leadership

Four-time PPC Agency of the Year (2022–2025) and Google Premier Partner (top 3%). Senior channel strategists on every portfolio. Strong company culture and avg team tenure.

FORTHEA

20 Years of Trust in a High-Churn Industry

Forthea's long-standing client relationships reflect our proven, measurable results and ability to grow with your portfolio.

THE FORTHEA DIFFERENCE

Our top 10 multifamily clients average 7+ years with Forthea – across lease-up, renovation, and stabilization cycles.

TRUSTED BY THE BEST

HANOVER BERKSHIRE MORGAN GROUP DINERSTEIN VENTERRA LIVING



FORTHEA

Our Track Record

We deliver measurable impact for the nation's leading multifamily firms.

31x-84x

RETURN ON INVESTMENT

Achieved for medium to large multifamily portfolios through smart paid media (search, social, display) and hyperlocal organic SEO/AEO strategies.

245

MONTHLY SEO CONVERSIONS

Average lead volume across applications submitted, tours, contact form submissions, and phone calls.

18.9%

PPC CONVERSION RATE

For high-intent PPC campaigns, significantly outperforming industry benchmarks.

Award-Winning Excellence

Multiple US Search Awards for Real Estate & Property (2022, 2024, 2025). Recognized for innovation in SEO, Paid Media, and Multifamily Digital Strategy.

FORTHEA

Proprietary Lease Forecasting & Budget Optimization

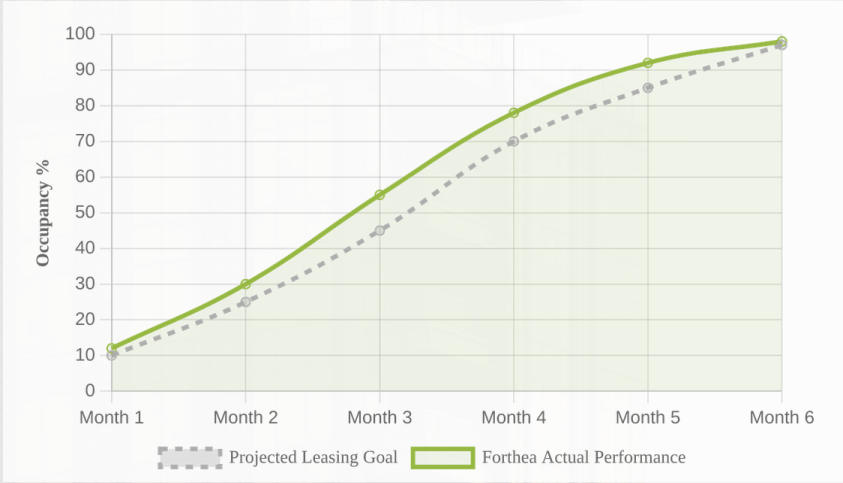
PREDICTIVE ANALYTICS

We don't guess budgets, we model them. Our marketing mix modeling production-proven for 7+ years dials in spend per property to hit specific leasing goals.

MARKETING MIX MODELING

Understanding the interplay between Paid Media, Organic Search, and ILS to ensure every dollar is allocated for maximum ROI.

Budget Efficiency: Projected vs. Actual Leasing



FORTHEA

Proprietary Lead Scoring

AI-driven lead quality and agent performance tracking.

Automated Review

Our AI engine summarizes and scores every inbound call and form, separating true leads from non-leads with surgical precision. Classification and scoring is based on your own custom criteria and trained on your data.

OPERATIONAL INSIGHT

Measures Quality, Not Just Quantity

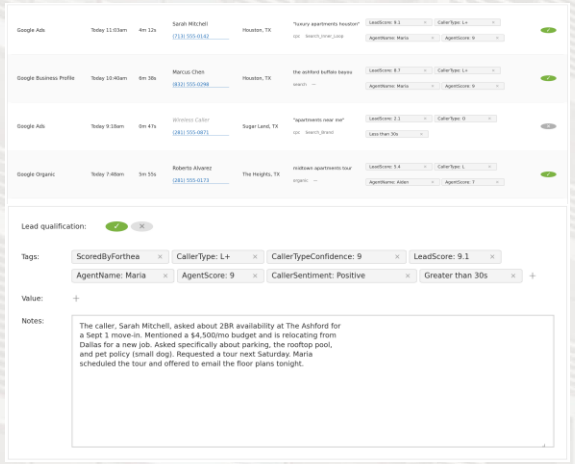
Scores the lead plus the leasing agent. Allows system to measure overall lead quality not just quantity and identify gaps in onsite agent follow-up.

8+ Hours

Saved per month for typical leasing offices by eliminating manual lead review.

95%

The level of accuracy when categorizing calls and forms into 1 of 12 canonical caller types.



FORTHEA

Market Intelligence

Brand health, competitor share, and category demand across every market you operate.

COMPETITOR SHARE TRACKING

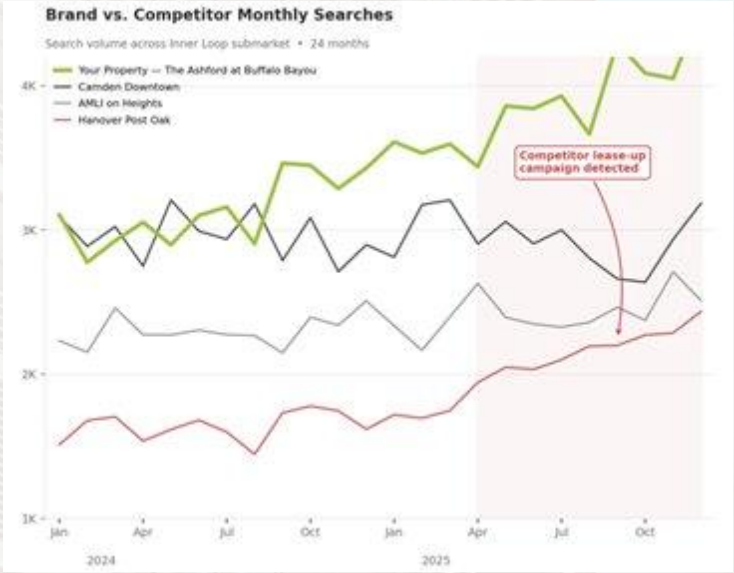
Brand vs. Competitors

Monthly brand vs. competitor search-share per market/submarket. Spot surges before leasing velocity slips — respond with spend.

CATEGORY DEMAND

Rental Demand Signals

Category-level search demand tracked by submarket. Right-size budgets for seasonal swings, new-construction competition, and renter intent shifts — months before they show up in leases.



FORTHEA

Google Partner
PREMIER 2025

Precision Paid Media

High-intent targeting and luxury strategies for high-value leads.



Household Income Targeting & Demographic Layering

We navigate Google's housing policies and negate low-intent traffic by filtering for household income and specific demographic signals, ensuring your budget is spent only on qualified prospects.

Custom Intent Audiences

Reaching active renters based on their search history, competitor website visits, and real-time behavioral data across the Google and Meta ecosystems.

CASE STUDY

Luxury High-Rise Dominance

We never focus on "cheap" or "affordable" keywords. Prioritized exclusively on lifestyle, interiors, and location to attract high-net-worth residents.

14% AVERAGE CTR	**5.06%** CONVERSION RATE
2X INDUSTRY AVERAGE	**130+** MONTHLY APPLICATIONS

FORTHEA

AEO/GEO: Dominating the AI Search Era

Renters turn to AI search tools like ChatGPT, Claude, Perplexity, and Google AI Overviews to evaluate options. We make sure your property shows up as the clear, credible answer.

AEO/GEO

Answer Engine Optimization

Positioning your property as the authoritative answer for local housing searches through semantic content and FAQ optimization.



FORTHEA

CASE STUDY

Best Use of SEO for Multifamily

SEO: Winning the "Near Me" Moment takes more than Metadata

Hyper-Local Keyword Mapping

Targeting market-specific, amenity-driven, and neighborhood-based terms to match renter intent (e.g., "Kierland luxury apartments").

Content Depth & Authority

Building rich landing pages for floor plans, amenities, and neighborhood guides that rank for non-branded queries.

+171%

NON-BRAND PAGE-1 KEYWORDS

97%

LEASE-UP RATE ACHIEVED

Winner: US Search Awards 2025 - Real Estate & Property

US SEARCH AWARDS 2025 WINNER

FORTHEA

Your Partner in Innovation

PHASE 01

Audit & Analysis

Identifying immediate gaps in your current portfolio performance and search visibility.

PHASE 02

Strategic Roadmap

A 12-month plan for SEO, AEO, and Paid Media scaling across all properties.

PHASE 03

Continuous Optimization

Iterative testing and AI-driven modeling to lower cost-per-lease and hit move-in goals.

NEXT STEP: SCHEDULE A PORTFOLIO-WIDE AUDIT

Info@forthea.com | Our Multifamily Marketing Strategies