



ILS Portal

SPECS

ILS Portal™ controls all of your online marketing with automated feeds to all major internet listing services, and automatically integrates with your property management software. After a one-time setup, ILS Portal will instantly remove leased units and update all sites with any changes you make within your property management software.

BENEFITS

- SAVE TIME AND DATA ENTRY**
Users can update their property management software and the information is instantly fed to all internet listing services, saving you hours of updating each week.
- CONSISTENT AVAILABILITY AND PRICING**
All unit information instantly integrates to ensure prospective residents are getting correct and consistent information across all forms of online marketing.
- BETTER AD LISTING PERFORMANCE AND REPORTING**
With all leads in a central dashboard, users have the ability to work them equally and compare conversions, marketing spend, cost-per-lead, and cost-per-lease.

LINCOLN PROPERTY COMPANY

GREYSTAR

ALLIANCE

WinnCompanies

LARAMAR

AUTOMATIC PUSHES

FEATURES

AUTOMATED ILS INTEGRATION FEEDS

Allows properties to market and update bulk postings to all major internet listing services at once.

ILS MARKETING AND SPEND REPORTING

Users have the ability to compare each ILS to see what is working best and how to decrease cost-per-lead spend.

LEAD INTEGRATION

FEATURES

GUEST CARD PARSING

Eliminates the need for data entry by integrating leads from each ILS into your PM software for easy lead tracking.

DYNAMIC REPORTING

Users can review lead generation reports that are automatically generated within Entrata.

CRAIGSLIST

FEATURES

ACCURATE AD CONTENT

Ensure your creative ad copy, property photos, and current pricing on ads

QUICK AD CREATION

Save time and give more attention to important property and leasing office needs

AD PERFORMANCE TRACKING

Know which ads are generating leads to improve your campaigns

SYNDICATION WITH PROPERTY WEBSITES

All information syncs with your property website to provide consistent availability, photos, and pricing.

INTEGRATED PRICING

Pricing is shared between your property management software and major revenue management software programs.

TRACKING AND ALERTS

ILS Portal works with dynamic phone numbers, CallTracking™ and LeadAlert™ to inform leasing agents of incoming leads.



“In setting up Entrata ILS Portal™, I found the process of getting all my ad sources feeding properly to be very simple and visual. I like the fact I get a confirmation email that the process is working and completed. Entrata has taken the guesswork and stress out of a very integral part of our online marketing. Thank you!”

Laura Milliren
Marquette Management