



AION

LEADERSHIP

SUMMIT



QUICK GLOSSARY

Key terms for today's discussion



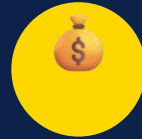
AI Assistant

ChatGPT, Gemini — tools renters use to find apartments



SEO

Free visibility in search engines over time



PPC

Paid search ads that appear instantly



Reputation

Reviews + ratings that build renter trust



AI Search

Ensuring AI assistants recommend AION first

HOW RENTERS FIND US IS CHANGING

01

People ask AI
instead of
browsing websites

02

We must appear
clearly to
AI assistants

03

This deck explains
our 2026
marketing plan

WHAT THIS MEANS — IN SIMPLE TERMS

✓ Clear info = AI recommends us

When our content is structured clearly, AI assistants confidently suggest AION to renters.

✗ Bad info = AI won't recommend

Missing or confusing data means AI skips us — even if we're the best option nearby.

🗣️ We're simplifying for people & AI

Our 2026 websites are built to communicate clearly to both humans and AI assistants.

OUR NEW WEBSITES — WHAT'S BETTER

USER EXPERIENCE

- ▶ Clear Apply and Tour buttons
- ▶ Interactive maps help renters explore
- ▶ Clean pages with key info upfront

CONTENT & TRUST

- ▶ Faster, more trustworthy pages
- ▶ Plain, easy-to-understand language
- ▶ Answers renter questions clearly



[Schedule a Tour](#)

Millcroft Apartments & Townhomes

1 & 2 Bedroom Apartments & Townhomes for Rent in Milford, OH

[View Floor Plans](#)

- [Chat with us](#)
- [Book a tour](#)
- [Call us](#)



WHY THESE SITES HELP AI RECOMMEND US

Our new websites are engineered to give AI what it needs to recommend AION first.



Faster, More Trustworthy Pages

Speed signals quality. AI tools favor sites that load fast and have verified, up-to-date information.



Plain Language Content

AI parses straightforward content best. We write for people first — which is also how AI reads.



Answers Renter Questions Directly

FAQ-style content tells AI exactly what renters want to know, making us the confident answer.- Launching end of Q1 on websites

SEO

FREE VISIBILITY — THE LONG GAME

Helps us appear naturally in search

Organic rankings mean free, consistent traffic — no cost per click.

Search engines understand us

Structured content tells Google exactly who we are and where we're located.

Drives consistent, low-cost traffic

Long-term SEO compounds over time, reducing paid media dependency.

WHY IT MATTERS

FREE

Traffic. Always On.

Every organic click costs \$0. SEO is the gift that keeps giving — month after month.

PPC

PAID SEARCH — SHOW UP RIGHT NOW

Paid ads appear instantly

Launch a campaign today — renters see us tomorrow. Perfect for urgent leasing goals.

Targets active apartment seekers

We only pay when someone actively searches for apartments in our markets.

Great for filling units fast

PPC is our turbo button — flip it on when occupancy needs an immediate boost.

THE POWER OF PPC

INSTANT

Results from Day One

PPC fills the gap while SEO builds momentum. Together they ensure we're never invisible.

REPUTATION

REVIEWS MATTER MORE THAN EVER

Positive reviews build trust

87% of renters read reviews before touring. Great ratings = more qualified leads.

We ask happy residents to share feedback

Proactive review generation turns satisfied residents into our best marketing asset.

Quick responses improve credibility

Responding to reviews — positive and negative — shows AI we're engaged and trustworthy.

YOUR RATING = YOUR BRAND



4.8+ STAR GOAL

Reviews influence AI recommendations just as much as search rankings. Every star counts toward our digital authority.

AI SEARCH BEHAVIOR

How the new renter journey works

01

RENTER ASKS AI

Renters ask ChatGPT, Gemini, or Perplexity: 'What's the best apartment near downtown?'

02

AI SEARCHES

AI scans structured online data, reviews, and website content to find the best match.

03

AION RECOMMENDED

Our clear content and great reputation make us the confident answer AI delivers.

Get Plus

What's on your mind today?

Looking for a 1 apartment that is pet-friendly community in Milford Ohio. It would be great if it had a dog park for my dog.

+



HOW IT ALL WORKS TOGETHER



SEO

Builds long-term
visibility

Foundation



PPC

Drives immediate
traffic

Accelerator



Reputation

Increases trust
& authority

Amplifier



AI Search

Positions AION
first in AI results

Multiplier

💡 Together, these four pillars create a self-reinforcing digital growth engine for AION.

WHAT SUCCESS LOOKS LIKE IN 2026



More Qualified Visits & Tours

Higher-intent traffic means more people who are ready to lease, not just browse.



Lower Lead & Lease Cost

Better-targeted marketing drives down our cost per application and signed lease.



More Reviews, Better Ratings

Proactive reputation management builds credibility with renters and AI alike.



Better Occupancy

All four pillars working together means fewer vacant units and stronger NOI.



Success in 2026 = More tours. Less spend. Better reputation. Higher occupancy.

WHAT WE'RE DOING NOW VS NEXT

Active

LIVE NOW

New websites + PPC

Fully launched and driving traffic today.
Our digital foundation is in place.

Launching

Q2 2026

**Re-Launching Reputation
Management**

Automated review requests, response
playbooks, and rating monitoring.

Scaling

2026 SCALING

SEO + AI Search Dominance

Full content strategy rollout positioning
AION as the AI-first choice in every
market.

HOW WE'LL TRACK PROGRESS



Website

Visits · Tours ·
Applications



PPC

Cost per Lead & Lease



SEO

Google Rankings &
Organic Traffic



Reputation

Reviews & Rating



AI Search

Sessions & Conversions

 Reporting delivered monthly — with clear benchmarks and recommendations for continuous improvement.



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