



what to review on your **WEBSITE**

A comprehensive guide to what you should review and what can be changed on your new website.

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1. Homepage Banner

If you wish to change your homepage banner image please send us a **licensed, non-editorial**, high-resolution image that is at least 2000px wide.

You may provide your own image if you maintain usage rights, however images obtained from a Google search **cannot** be used.

If you do not have images, feel free to use our resources below.

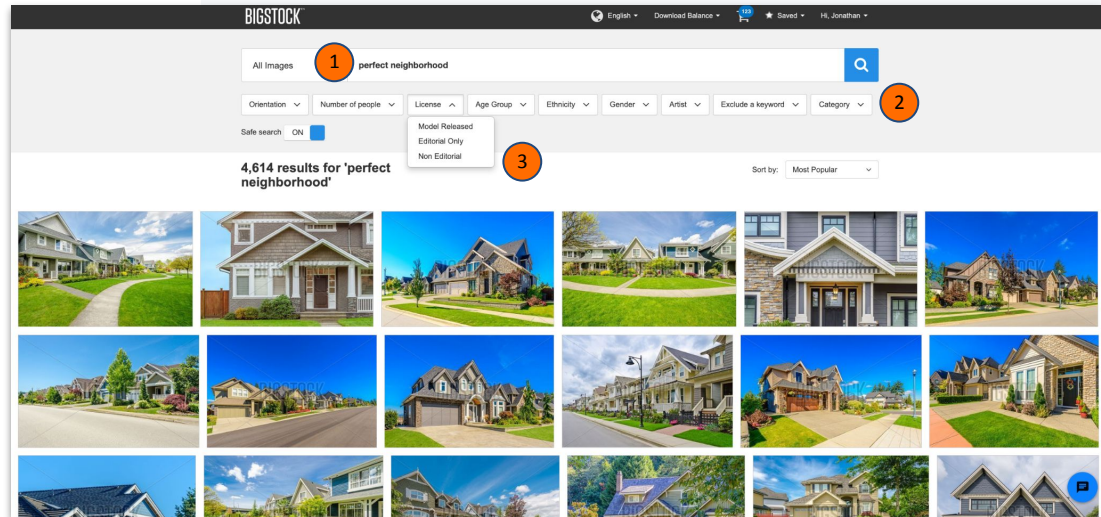
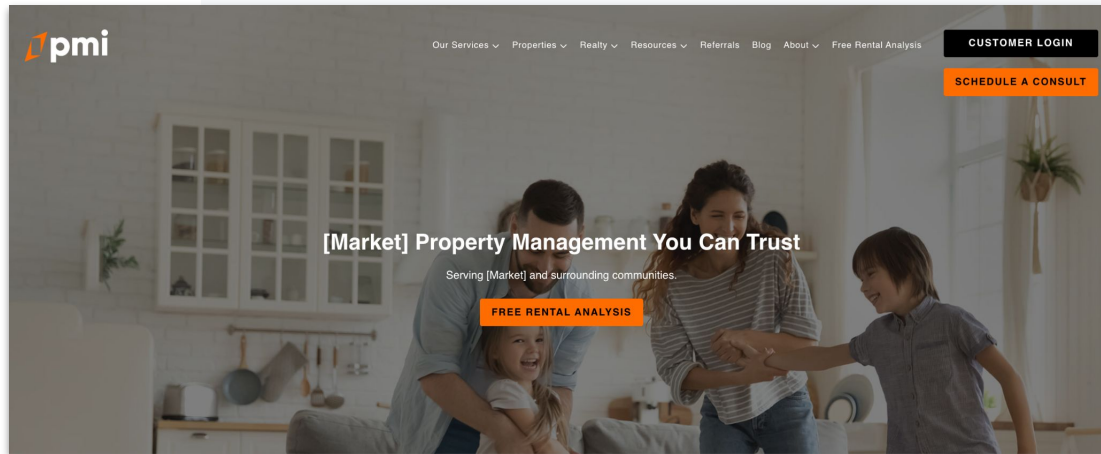
www.bigstockphoto.com

Search for photos at BigStock, click on an image and provide us the full URL, or the image number which can be found under the image title or in the URL itself.

Use the search bar to enter keywords, and advanced filters to narrow your selection. Photo license MUST BE NON-EDITORIAL

files.nesthub.com/stock-images

Search our available Stock Images. Click on an image & copy the image code at the bottom to send us your selection.



2. Area Information

Please check your primary service pages and review the area info section. **You can update the image and content** in that section for each service market built out.

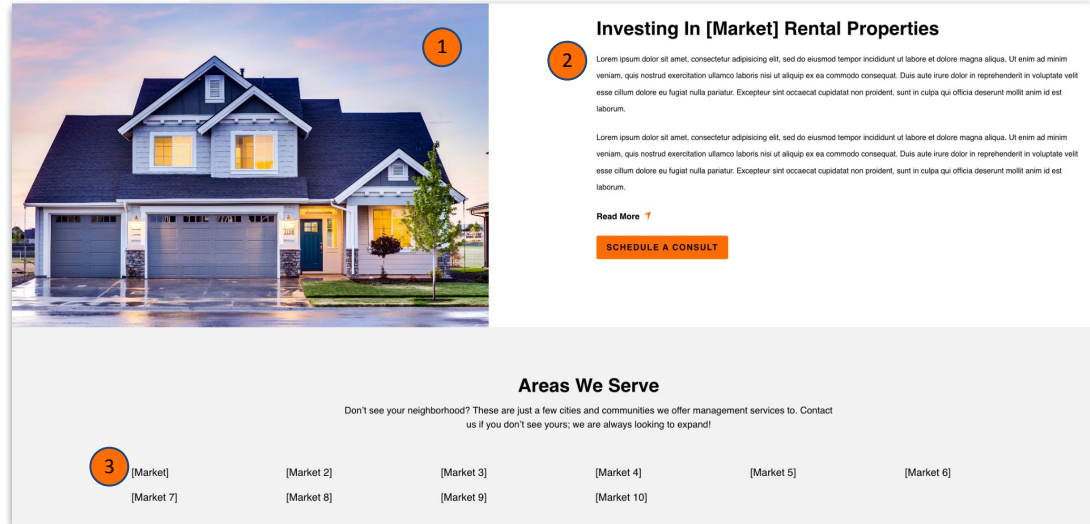
This area is used to provide unique content to services pages that will otherwise be consistent in brand message.

Where do I find this information?

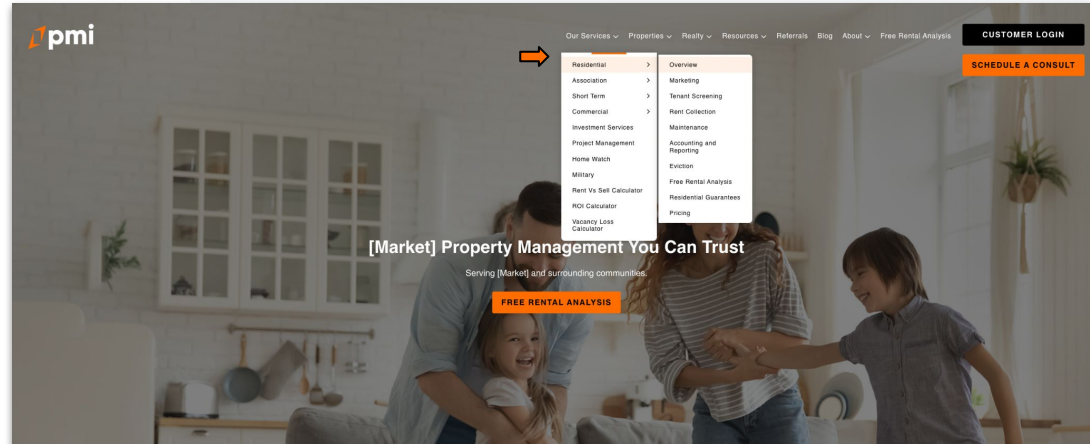
Click **Our Services** in the main navigation and go to the **Overview** page of your primary service.

Your primary pillar of service will be listed first in the dropdown menu.

Area info will be at the bottom of the page. Please be sure to click on all areas with a landing page built out in the list below the Area Information section.



The screenshot shows a service page layout. At the top left is a large image of a modern house with a blue roof and white siding, labeled with a circled '1'. To the right of the image is a heading 'Investing In [Market] Rental Properties' with a circled '2' next to it. Below the heading is placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' Below the text is a 'Read More' link with a right-pointing arrow. Underneath is an orange button labeled 'SCHEDULE A CONSULT'. Below the main content area is a section titled 'Areas We Serve' with the text: 'Don't see your neighborhood? These are just a few cities and communities we offer management services to. Contact us if you don't see yours; we are always looking to expand!'. At the bottom of this section is a grid of ten market links, each with a circled number: [Market 1], [Market 2], [Market 3], [Market 4], [Market 5], [Market 6], [Market 7], [Market 8], [Market 9], and [Market 10].



The screenshot shows a website navigation menu and a hero section. The navigation menu is located at the top right and includes: 'Our Services', 'Properties', 'Realty', 'Resources', 'Referrals', 'Blog', 'About', 'Free Rental Analysis', and 'CUSTOMER LOGIN'. A dropdown menu is open under 'Our Services', listing various services: 'Residential', 'Association', 'Short Term', 'Commercial', 'Investment Services', 'Project Management', 'Home Watch', 'Military', 'Rent vs Sell Calculator', 'ROI Calculator', and 'Vacancy Loss Calculator'. An orange arrow points to the 'Residential' option. To the right of the dropdown is an 'Overview' menu with options: 'Marketing', 'Tenant Screening', 'Rent Collection', 'Maintenance', 'Accounting and Reporting', 'Eviction', 'Free Rental Analysis', 'Residential Guarantees', and 'Pricing'. Below the navigation is a hero section with a background image of a family in a kitchen. The text reads: '[Market] Property Management You Can Trust' and 'Serving [Market] and surrounding communities.' At the bottom of the hero section is an orange button labeled 'FREE RENTAL ANALYSIS'.

3. Guarantees

Featured on Residential Pillar

All websites with a **Residential Pillar** will have a guarantees page. Please post a comment to your Pastel link or contact pmisupport@mypmw.com to update this page.

Important: per PMI brand guidelines, the specific guarantee verbiage cannot be updated, only which guarantees you decide to offer as part of your services.

If you do not offer any guarantees we will delete the page and the corresponding section on the homepage.

21-Day
We guarantee to find a quality tenant for your rental property in less than 21 days, or we will waive the first month of management fees!
When it comes time to market your rental property, the last thing you want is to have your home unrented. Every day an investment property is vacant is a day of lost income. This is why we guarantee that we will find the right tenant for your home within 21 days, or you receive one month of management fees for free when the 21-Day Rental Guarantee is added to your property management or leasing agreement.
MORE ↗

Eviction
If a screened tenant placed by [COMPANY NAME] ever has to be evicted, we handle the eviction process, including the costs or fees associated with eviction, up to \$2,000.
We understand how frustrating it is when a tenant violates their lease agreement and the financial implications for property owners. It's an unfortunate fact that some tenants end in eviction. With [COMPANY NAME]'s Eviction Guarantee, you don't have to worry about the costs of eviction because when you subscribe to our Eviction Protection Plan, we not only handle the eviction process but we cover the legal costs or fees associated with the eviction, up to \$2000.
MORE ↗

On-Time Rent
When a tenant pays rent on time, we promise to have your owner's payment in your account within ten business days. If not, we will give you back that month's management fee.
Ensuring you get your money as soon as possible is part of our job and why we offer our On-Time-Rent Guarantee. This means we will get your payments to you by the 10th business day of the month when the tenant pays rent by the first of the month. If we can't do this for you, we will pay back that month's management fee.
MORE ↗

Happiness
If, for any reason, you are not completely happy with our services and want to leave us, you may cancel your property management agreement without penalty with 30 days notice.
The notice period allows for a smooth and professional transition for the tenant, wrap-up of any outstanding maintenance items and assignment of the lease and security deposit funds properly to you so we transfer a happy tenant.
MORE ↗

Pet
Most property owners are unaware of the benefits of having a pet-friendly property and that their real estate investment can become more valuable when tenants are permitted to bring pets.
More high-quality applicants: Over 70% of renters are pet owners. Opening up your rental to most of the market significantly raises the number of applicants for a property.
Longer occupancy period: Renters with pets have longer tenancy periods, meaning less turnover and lower related owner expenses.
Happier Tenants: Studies have shown that owning a pet can improve happiness, well-being, and health.
Increased rental rates: A property that allows pets rents at a higher cost. Not only does making your property pet-friendly increase the profitability of your investment, but you will likely end up with happier tenants overall, which makes life better for everyone.
MORE ↗

Results
We don't get paid until you get paid. With [COMPANY NAME], you will have peace of mind, knowing that we are working hard for you, and you will not need to pay us until you get results.
Property Management Service: That's right. You don't pay us anything until we produce results for you. At [COMPANY NAME], we don't collect management service fees until a renter is moved in and rent is collected. We do all of the heavy lifting—market your home, schedule showings, screen applicants, draft the lease, and facilitate tenant move-in – all before being paid a dime.
Leasing Service: If we are leasing your property for you, we do all the work upfront, and you don't pay us until you get a qualified tenant and they move into your property. That means we aggressively market and show your property, screen the tenants, handle all the paperwork, and perform a move-in inspection, all before we get paid anything.
MORE ↗

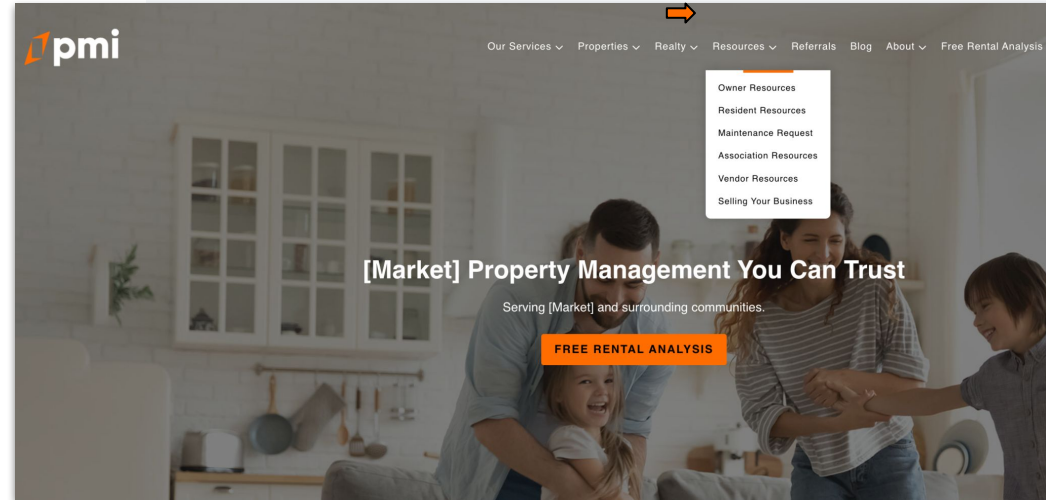
4. Resources & FAQs

Please review all pages with Resources & FAQs that apply to you

We have worked to ensure that all your Resources and FAQs have been brought over from your website.

If you see anything that needs updated or if you need to add Resources and FAQs, please post a comment to your Pastel link, or email: pmisupport@mypmw.com.

Links to your Resources pages can be found under the main Resources tab in the navigation.



5. Pricing Page

Featured on Residential Pillar

Everyone has an option for a Pricing page. **Those with one currently, please review.**

If you do not currently offer a pricing page and wish to add one to your website, please post a comment on your Pastel link, or reach out to pmisupport@mypmw.com.

Franchisees can choose how many plans they wish to offer.

The screenshot shows the PMI website's pricing page. At the top, there is a navigation bar with the PMI logo, a menu (Home, About Us, Services, Contact Us, My Account, My Profile, My Settings, My Dashboard, My Reports, My Analytics, My Notifications, My Alerts, My Preferences, My Account Settings, My Profile Settings, My Settings, My Dashboard Settings, My Reports Settings, My Analytics Settings, My Notifications Settings, My Alerts Settings, My Preferences Settings, My Account Settings, My Profile Settings, My Settings, My Dashboard Settings, My Reports Settings, My Analytics Settings, My Notifications Settings, My Alerts Settings, My Preferences Settings), and a 'CUSTOMER LOGIN' button with a 'SCHEDULE A CONSULT' link. Below the navigation bar is a hero section with a background image of a woman wearing glasses and a yellow shirt. The text reads 'Our Pricing Plans' and 'We offer flexible services plans with no hidden fees and multi-unit discounts.' A 'BOOK FREE CONSULTATION' button is also present.

The main content area features a table comparing four pricing plans: Leasing & Tenant Placement, Property Management Silver Plan, Property Management Gold Plan, and Property Management Platinum Plan. The table lists various services and their associated fees for each plan. Below the table, there are two sections: 'Property Marketing and Listing' and 'Tenant Placement & Management', each with a list of services and their availability across the four plans.

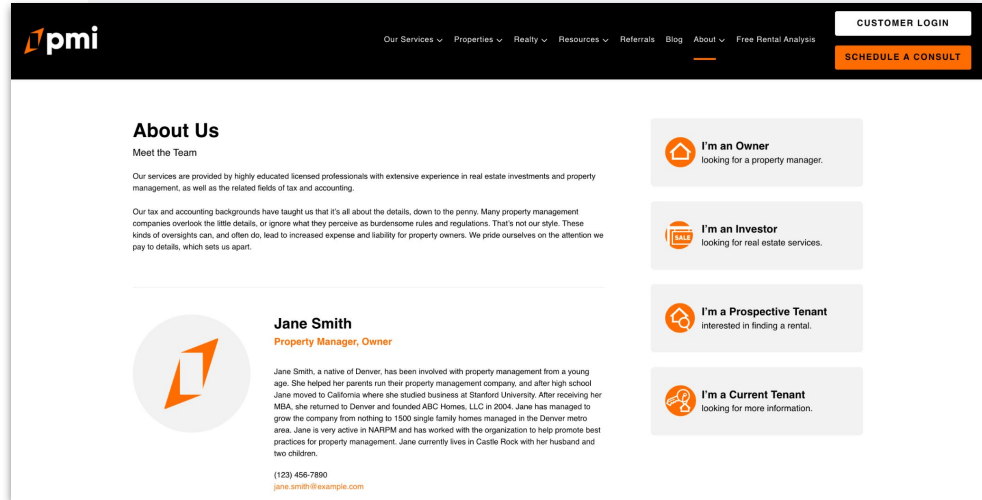
	Leasing & Tenant Placement	Property Management Silver Plan	Property Management Gold Plan	Property Management Platinum Plan
Questions Send us a call at (314) 482-7881 or use the button below to send us a message. CONTACT US				
Leasing & Tenant Placement				
LEASING FEE	50%	25%	10%	\$200
<small>of one month's rent amount</small>				<small>flat fee</small>
Property Management Silver Plan				
MANAGEMENT FEE	\$59 plus 4.50%	\$59 plus 4.50%	\$59 plus 4.50%	\$59 plus 7.50%
<small>of one month's rent amount</small>				<small>of one month's rent amount</small>
Property Management Gold Plan				
LEASING FEE				
MANAGEMENT FEE				
Property Management Platinum Plan				
LEASING FEE				
MANAGEMENT FEE				
Property Marketing and Listing				
Rent Analysis	✓	✓	✓	✓
Pre-Leasing Inspection	✓	✓	✓	✓
High-Quality Property Photos	✓	✓	✓	✓
Listing Service	✓	✓	✓	✓
Video Walk Through Tour	\$150	\$150	\$150	✓
Tenant Placement & Management				
Tenant Screening	✓	✓	✓	✓
Lease Preparation & Signing	✓	✓	✓	✓
Collection of Security Deposit and 1st Month Rent	✓	✓	✓	✓
Monthly Inspection	\$150	\$150	✓	✓

6. About Page

Please review the entire page...

If you have staff changes or photo updates to your about us page, please post a comment to your Pastel link, or email those to pmisupport@mypmw.com for update.

You may also customize the writeup that is featured at the top of this page.



The screenshot shows the 'About Us' page for PMi. The page has a dark header with the PMi logo on the left and navigation links: 'Our Services', 'Properties', 'Realty', 'Resources', 'Referrals', 'Blog', 'About', and 'Free Rental Analysis'. On the right side of the header, there are buttons for 'CUSTOMER LOGIN' and 'SCHEDULE A CONSULT'. The main content area is white and features a 'Meet the Team' section with a profile for Jane Smith, Property Manager, Owner. To the right of the team section are four call-to-action boxes: 'I'm an Owner looking for a property manager.', 'I'm an Investor looking for real estate services.', 'I'm a Prospective Tenant interested in finding a rental.', and 'I'm a Current Tenant looking for more information.'

pmi

Our Services ▾ Properties ▾ Realty ▾ Resources ▾ Referrals Blog About ▾ Free Rental Analysis

CUSTOMER LOGIN


SCHEDULE A CONSULT

About Us

Meet the Team

Our services are provided by highly educated licensed professionals with extensive experience in real estate investments and property management, as well as the related fields of tax and accounting.


Our tax and accounting backgrounds have taught us that it's all about the details, down to the penny. Many property management companies overlook the little details, or ignore what they perceive as burdensome rules and regulations. That's not our style. These kinds of oversights can, and often do, lead to increased expense and liability for property owners. We pride ourselves on the attention we pay to details, which sets us apart.





Jane Smith
Property Manager, Owner


Jane Smith, a native of Denver, has been involved with property management from a young age. She helped her parents run their property management company, and after high school Jane moved to California where she studied business at Stanford University. After receiving her MBA, she returned to Denver and founded ABC Homes, LLC in 2004. Jane has managed to grow the company from nothing to 1500 single family homes managed in the Denver metro area. Jane is very active in NARPM and has worked with the organization to help promote best practices for property management. Jane currently lives in Castle Rock with her husband and two children.

(123) 456-7890
jane.smith@example.com

 **I'm an Owner**
looking for a property manager.

 **I'm an Investor**
looking for real estate services.

 **I'm a Prospective Tenant**
interested in finding a rental.

 **I'm a Current Tenant**
looking for more information.

7. Review Widget

Featured on Home page & Testimonial page (under About)...

Every PMI website will feature reviews. **If you do not see your reviews on the home page, or testimonial page, then there was likely an issue getting access to your Google Business profile.**

Please contact the [PMI Marketing Team](#) to resolve access issues if your reviews are missing.

Once PMW has gained access to your GBP, we can add your reviews to the website.

Please ensure you have verified your Google Business profile!

The screenshot displays a testimonial widget with the heading "See What Our Clients Say About Us." Below the heading are five review cards, each featuring a Google profile icon, a name, a 5-star rating, a testimonial text, and a "View Review" link. At the bottom center of the widget is a prominent orange button labeled "SCHEDULE A CONSULTATION".

Name	Rating	Testimonial Text	Action
Austin R.	★★★★★	We have been working with PMI for over a year and they are the absolute best! We are so thankful for PMI SMFL and all they did 5-STAR!	View Review
Maggie L.	★★★★★	Dean was thorough and found a great tenant for my beloved little house. The staff were always responsive even in time of staff shortages.	View Review
Derek R. A.	★★★★★	He is extremely responsive with any questions or concerns. Thank!	View Review
Diane H.	★★★★★	Nick and Denise have only been our management company for a short time, but even before they signed with us, they had already made us aware of the Corporate Transparency Act, which saved us potential fines.	View Review
Aren B.	★★★★★	Paco has been amazing throughout my entire experience with PMI. Thanks Paco!	View Review

SCHEDULE A CONSULTATION

8. Portal Logins

Please check portal access links!

Pastel will not allow you to click on third-party links to verify they are working, so please check each login to ensure Owners & Residents have access.

If you see an issue, please post a comment to your Pastel link, or contact pmisupport@mypmw.com to request an update.

Portal links can be found under the Customer Login button at the top of your website, or CTAs.

The screenshot shows the homepage of [Market] Property Management. At the top left is the 'pmi' logo. The top right navigation bar includes links for 'Our Services', 'Properties', 'Realty', 'Resources', 'Referrals', 'Blog', 'About', and 'Free Rental Analysis', followed by a 'CUSTOMER LOGIN' button and a 'SCHEDULE A CONSULT' button. The main content area features a family in a kitchen with the headline '[Market] Property Management You Can Trust' and the tagline 'Serving [Market] and surrounding communities.' Below this is a 'FREE RENTAL ANALYSIS' button. At the bottom, there are four white buttons with orange icons: 'I'm an Owner' (house icon), 'I'm an Investor' (house with 'SALE' icon), 'I'm a Prospective Tenant' (house with 'R' icon), and 'I'm a Current Tenant' (house with 'R' icon). The 'I'm a Current Tenant' button is highlighted with an orange arrow and contains sub-links for 'Log in to Your Portal', 'Pay Rent Online', and 'Submit a Repair Request'.

9. Website Forms

Verify your forms are going to the correct emails!

Please double check all forms are going to the correct team members by submitting test emails for each form on your website.

If you see an issue, please post a comment to your Pastel link, or contact pmisupport@mypmw.com to request an update.

Forms can be found on any of these pages:


1. All Pillar Services Overview Pages
2. Resources Pages
3. Referrals Page
4. Contact Page

Get In Touch With Us


Fill out the form below and we will be in touch. Want immediate help?
Call us at **123.456.7890** .

Owner or Renter? *

I'm an Owner I'm a Renter I'm a Vendor

First Name *	Last Name *
Email *	Phone *
Address *	City *
State/Province * 	ZIP/Postal Code *
Country *	
Comments	

By submitting this form, you consent to receiving sales and marketing communications via phone calls, SMS/MMS texts, and emails from Property Management Inc. and its DBAs, using live or automated methods, at the phone number or email address provided.

I'm not a robot 
reCAPTCHA
Privacy - Terms

SUBMIT

10. Calculators

Your new website comes with calculator resources that are also lead generation tools for you!

These calculators are intended for informational purposes only and are calculated based on user input.

1. Users input their data
2. Once 'Get Results' is clicked, the user will be asked to enter basic contact information to see the results based on values they have inputted
3. You are emailed their contact information as a lead so you can reach out for management services

If you don't want these calculators included on your website, please post a comment to your Pastel link, or contact pmisupport@mypmw.com to request they be removed. Disclaimers are included stating that the results are informational only and PMI is not bound by the results.

Calculators Included:

1. Rent vs Sell
helps you decide whether you should rent or sell your property
2. ROI Calculator
helps determine your rental return on investment
3. Vacancy Loss Calculator
helps you determine the amount of revenue lost from your rental sitting vacant

Rent vs Sell Calculator

STEP 1 OF 3
PROPERTY INFORMATION

Home Value ⓘ	Price Paid	Original Mortgage ⓘ
\$ 158,000	\$ 158,000	\$ 126,400
Mortgage Balance ⓘ	Interest Rate ⓘ	Mortgage Payment ⓘ
\$ 98,000	% 5	\$ 679

Mortgage Payment is Automatically Calculated

NEXT

ROI Calculator

STEP 1 OF 3
FINANCING

Purchase Price*	Down Payment* ⓘ	Interest Rate*
\$ 0	% 0	% 0
	\$ 0	
Interest Term* ⓘ	Capital Expenditure ⓘ	Estimated Closing Costs
Years 0	\$ 0	\$ 0

NEXT

Vacancy Loss Calculator

STEP 1 OF 2
RENTAL INFORMATION

Monthly Rent*	Monthly HOA Dues	Monthly Utilities
\$	\$ 0	\$ 0
Additional Monthly Costs	Est Number of Days Vacant*	
\$ 0	30	Days

NEXT

11. Website Change Requests

Please Note: some requests must be approved by PMI so there may be support delays during site review and update for these items.

Level 1

For any change requests listed below, complete the [Change Approval Form](#) as they must be approved by PMI.

- Address changes
- Phone changes
- Email changes
- Changing or adding cities and counties

Level 2

All other website requests can be made by posting a comment on your Pastel board or emailing our support team: pmisupport@mypmw.com

- Changes on syndication software, listing iframes & software in general is not allowed
- Adding vendor pages or any form of vendor advertisement is not allowed
- Changes on forms or CRM integration is not allowed
- Changes on the chat tool is not allowed

If you are unsure if your change request requires approval, please email it to support so we can take a look! pmisupport@mypmw.com

12. Review Checklist

These are the critical items we ask you to review once your website goes live. Please post update comments to your Pastel link or email support: pmisupport@mypmw.com

Critical items to review and are okay to update

- Homepage banner image*
- Area Info text and image (located on your services pages - can update each market landing page)*
- Guarantees*
- Resources & FAQs*
- Pricing Page*
- About Us*
- Review Widget (if your reviews are missing, please contact [PMI Marketing](#))*
- Portal Logins (please ensure your portals are working correctly)*
- Website Forms (please test that your forms are submitting to all required emails)*
- Calculators*