

Ellipse Communications, Inc. announce the Ellipse / AMSI™ Integrated Website Program.

Dallas, TX, APRIL 25, 2003 - The team at Ellipse Communications Inc. appreciates the time sensitive nature of community content that is needed for prospect marketing. Often decisions are made to visit a community based on the material presented on the website. Unfortunately that material is often outdated or incorrect, resulting in a bad on-line experience. Websites require manual updates managed by a central office or leasing manager who is inundated with other daily tasks, resulting in the website data being neglected. We approached this issue and responded by creating the ultimate automated environment where the information is updated without human intervention, the ELLIPSE / AMSI™ Integrated Website.

The ELLIPSE / AMSI™ custom integrated website program, combines the graphic wizardry of Ellipse Group Inc. and the powerful revenue management tools of AMSI™ EVOLUTION. Today, all AMSI™ EVOLUTION property management clients can create a completely interactive apartment community website program which requires no user intervention. This incredible new product supports not only marketing efforts, but resident services and management tools as well. Through a sophisticated, secure, Internet connection community data is transferred in and out of the community profile within EVOLUTION, resulting in resident profiles and resident services being originated and updated instantly.

The content and data that flow from AMSI™ into the ELLIPSE / AMSI™ Integrated website include market rents, unit availabilities on-line rental application and service request forms assist in making this program so useful. The management team can restrict the available units displayed, based on limitations of unit quantity or make ready status. The ELLIPSE / AMSI™ Integrated website also shows active availabilities and your on-line prospect competes all the necessary data entry for your staff. From point of contact an on-line prospect inquiry becomes a guest card record. When a leasing prospect is approved and they are ready to move in, the on-line application becomes a completed resident profile.

This only begins to tell the story what the Ellipse / AMSI™ Integrated website can do for your team. As we move into the next generation of marketing and resident communications, our websites are automated tools for work order tracking, package pickups and resident communications. Don't let your traditional website leave you behind!

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