RentPath's Industry Terminology

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|  | 13C |  O |  N |  V |  E |  R |  S |  I |  O |  N |  R |  A |  T |  I |  O |  |  |  O |  |  E |  |  |  |  |  E |  |  I |  |  |
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|  |  |  |  | 20O |  C |  C |  U |  P |  A |  N |  C |  Y |  |  A |  |  I |  | 21C |  O |  N |  C |  E |  S |  S |  I |  O |  N |  S |  |
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| --- | --- |
| **Across****1.** The remaining cash the landlord receives after paying all expenses for operating the property and any costs for work to get space ready for occupancy**2.** A type of housing that the cost of rent is at or below 30% of one's income **4.** The ratio of dividing the profit by total assets **13.** The ratio that provides how many prospective residents turned into actual leases**14.** A contract by which one party conveys land, property, services, etc., to another for a specified time, usually in return for a periodic payment**16.** When someone has clicked on a hypertext link to view an advertisement which is often used as a measure of consumer engagement**17.** Anyone who calls or visits the property inquiring about renting**19.** When someone has violated their agreement and are removed**20.** The percentage of occupied apartments within a community**21.** Benefits that are offered by the landlord to draw tenants to vacant units or when a tenant decides to renew the lease**22.** To sign a lease in advance of move out or completed construction**24.** The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine**25.** The amount of money that is lost due to non-payment of rents and vacant units**26.** When an applicant applies and is approved but does not decide to move in | **Down****3.** All revenue from the property minus any necessary operating expenses**5.** A former resident who moved out without notifying management or paying in full**6.** Failure to pay any outstanding rent**7.** This outlaws the refusal to rent a dwelling to any person because of race, color, disability, religion, sex, familial status, or national origin**8.** A type of housing where the landlord can choose to rent the space at whatever price the local market may fetch **9.** An apartment that is ready to be moved into**10.** When a resident notifies management in writing of the intent to move**11.** The person who works to find good tenants for their buildings**12.** A prospective resident who was referred to the property**15.** Features that are included with the property to enhance the desirability/value **18.** A person who is in charge of operating the property**23.** The action of extending the period if the contract |

   MARKET READY       PRELEASE       SKIP       RETURN ON INVESTMENT       CONVERSION RATIO       LEASE       OCCUPANCY       SEARCH ENGINE OPTIMIZATION       RENEWAL       EVICTION       CLICK-THROUGH       CONVENTIONAL       EFFECTIVE RENT       REFERRAL       PROSPECT       VACANCY LOSS       CANCELLATION       FAIR HOUSING ACT       DELINQUENCY       NOTICE TO VACATE       PROPERTY MANAGER       LEASING AGENT       NET OPERATING INCOME       AMENITIES       AFFORDABLE       CONCESSIONS