RentPath's Industry Terminology

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|  |  |  |  | 4  R | E | T | U | R | N | O | N | I | N | V | E | 5  S | T | M | E | N | T |  |  |  |  |  |  |  |  |
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|  | 13  C | O | N | V | E | R | S | I | O | N | R | A | T | I | O |  |  | O |  | E |  |  |  |  | E |  | I |  |  |
|  |  |  |  |  | R |  |  |  | N |  |  | R |  | R |  |  |  | T |  | A |  |  |  |  | F |  | N |  |  |
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|  |  |  |  |  | T |  |  | 14  L | E | A | S | E |  | O |  | 15  A |  | 16  C | L | I | C | K | T | H | R | O | U | G | H |
|  |  |  |  |  | I |  |  |  | N |  |  | T |  | U |  | M |  | E |  | N |  |  |  |  | R |  | E |  |  |
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|  |  |  | 19  E | V | I | C | T | I | O | N |  | A |  | N |  | I |  | V |  | G |  | O |  |  |  |  | Y |  |  |
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|  |  |  |  | 20  O | C | C | U | P | A | N | C | Y |  | A |  | I |  | 21  C | O | N | C | E | S | S | I | O | N | S |  |
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|  |  |  |  |  | M |  |  |  |  |  |  |  |  | T |  | S |  | T |  |  |  | T |  |  |  |  |  |  |  |
|  |  |  | 22  P | R | E | L | E | A | S | E |  |  |  |  |  |  |  | E |  |  |  | Y |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | 23  R |  |  |  |  |  |  |  | M |  |  |  |  |  |  |  |
|  |  |  | 24  S | E | A | R | C | H | E | N | G | I | N | E | O | P | T | I | M | I | Z | A | T | I | O | N |  |  |  |
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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