

Maven AI Overview, Usage & Benefits

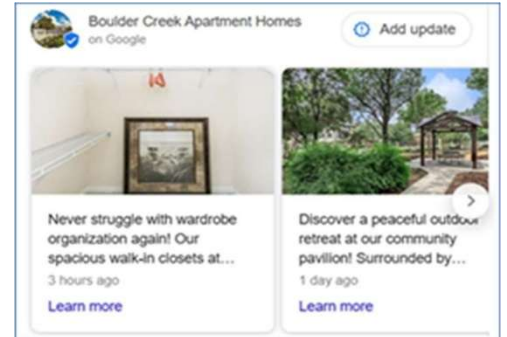
What is Maven AI?

Maven AI is an automated marketing tool designed to improve Google visibility and engagement for apartment communities by keeping listings active, accurate, and consistently updated with fresh content.

How Maven AI is Used

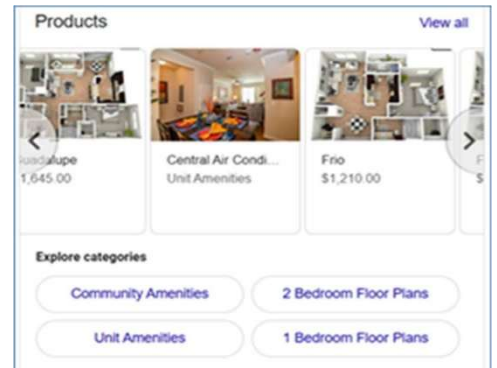
1. Google Business Profile Posting

- Posts daily to Google Business Profiles
- Always includes photos and text for optimal performance
- Keeps the profile active and favored by Google's algorithm



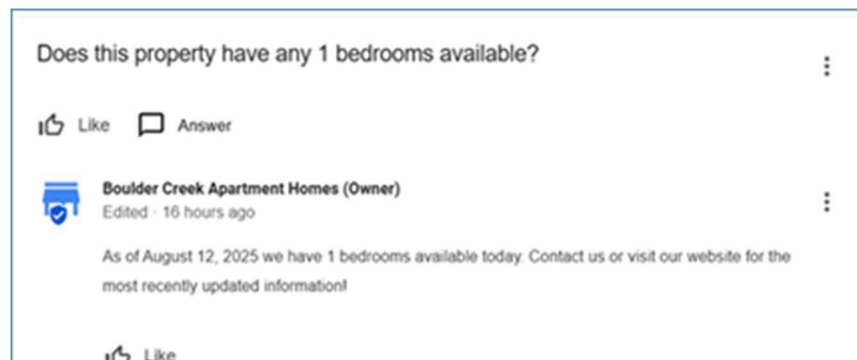
2. Floor Plans & Amenities (Products Section)

- Updates floor plans and amenities under Google's Products tab
- Pulls pricing and amenities directly from RentCafe
- Groups floor plans into easy-to-read categories
- Can include:
 - Net pricing
 - "Starting at..." language
 - Updated "Unit" verbiage



3. Q&A Automation

- Posts and updates Q&A daily
- Provides "fresh" content Google prefers
- Can include:
 - Community phone number
 - Website link
- Helps answer common prospect questions automatically



4. Social Media Feature

- 3 posts per week per community
- Can include reels and videos (beta testing)
- Google indexes public Instagram posts, helping with search visibility
- Content is similar to, but not duplicated from, Google Business posts
- Maintains balance so communities that already post frequently don't lose their personalized feel

Benefits of Using Maven AI

1. Increased Google Visibility

- Daily activity signals relevance to Google
- Improves chances of appearing in local search results
- Helps listings stand out from competitors

2. More Organic Traffic

- Drives more **non-paid clicks** to community websites
- Improves discoverability without increasing ad spend

3. Consistent, Professional Marketing

- Eliminates gaps in posting
- Ensures listings stay accurate and up-to-date
- Keeps brand messaging aligned

4. Time Savings for Onsite Teams

- Reduces manual posting
- Automates Q&A responses
- Minimizes data entry for pricing and amenities

5. Better Prospect Experience

- Prospects see:
 - Updated pricing
 - Current photos
 - Clear answers to questions
- Builds trust before they even call or tour

6. Scalable Across Multiple Communities

- Standardized marketing approach
- Easy to manage across portfolios
- Supports corporate oversight without micromanaging