



ApartmentMatching.com Chooses M/C/C to Rebrand and Implement Bold New Look

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The apartment industry is emerging into a fiercely competitive market. ApartmentMatching.com has chosen Dallas-based firm M/C/C to help carve out its bold new image as a continuing innovator in the online apartment matching industry and develop a successful marketing communications program.

"To make advances in this ultra-competitive arena, you have to apply technology to capture the imagination of consumers," said ApartmentMatching.com CEO Jim Crocco. "M/C/C always has been on the cutting edge of developments in technology, making this a perfect fit for the big changes we're making. We're standing out in the crowded jungle that is the apartment industry, and what better way than with a company that itself stands apart?"

ApartmentMatching.com uses powerful matching tools and original software that enable apartment communities and potential residents to find each other, based on a wide range of criteria selected in an Internet search. The end result is a match that's a better fit for both parties, which ultimately aims to increase occupancy and reduce resident turnover.

"Apartment shoppers are notoriously tech-savvy and don't like wasting time making costly and unproductive trips to shop for something they could check out first on their computers," said M/C/C President and Founder Mike Crawford.

"ApartmentMatching.com has a unique approach and online experience that makes it incredibly easy and efficient for potential residents and apartment managers to match up. In the end, both parties benefit, and the sales cycle is improved. It will be M/C/C's responsibility to communicate ApartmentMatching.com's value propositions to both parties."

About M/C/C

Dallas-based M/C/C is a public relations firm and advertising agency exclusively serving the technology industry. M/C/C offers marketing, advertising, public relations, cyberactive services and research for customers ranging from growing start-ups to some of the world's largest technology companies. Several of M/C/C's clients are leaders in the technology industry, including CapRock Communications, L-3 Communications Infrared Products, NextiraOne and SYSTIMAX Solutions. M/C/C's website can be accessed at <http://www.mccom.com>.



About ApartmentMatching.com

Established in 2001, ApartmentMatching.com is the nation's only automated multiple listing service for the apartment industry. Their software helps interconnect realtors with potential residents, providing access to thousands of potential matches for both sides. Through the powerful search engine, <http://www.apartmentmatching.com> , potential residents have access to more than 75 different search criteria including unit location, generating more pre-qualified resident traffic for apartment communities. In turn, apartment leasing personnel can utilize <http://www.leasingtools.com> , enabling them to effectively market and reach the best potential resident matches. The ability to provide access for both residents and apartment management gives ApartmentMatching.com a unique stronghold and position in the apartment locating industry. More information is available at [apartmentmatching.com](http://www.apartmentmatching.com) .

