



Anikio is a local Saskatoon website dedicated to making it easy to find a tenant or a home

Rental Listings | Marketing | Photography | Digital Staging | Virtual Tours



The New Way to Rent

Anikio (ah-KNEE-key-oh), from the Greek word for 'rent', is a website dedicated to making it easy for landlords to find tenants and tenants

Why Anikio?

Landlords used to advertise in newspaper classifieds. Aside from moving to the internet, not much has changed. Tenants have to search through pages and pages of listings and often open the details of each one to look for really critical information.

Meanwhile, property managers fight for increasingly rare space on the first page of listings, re-posting or paying crazy fees to work around a broken system. The result is less and less value for hard-earned dollars. Only so many people can be at the top, even if they're all paying!

ANIKIO SHOWS TENANTS THE PROPERTIES THAT BEST MATCH WHAT THEY ARE LOOKING FOR... NOT AN ENDLESS LIST!



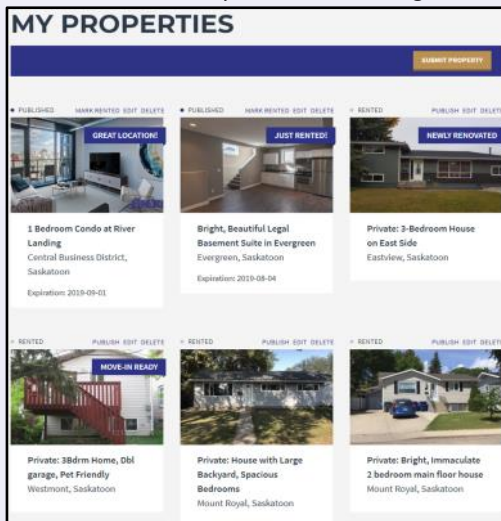
How Anikio Works

On Anikio, listings are shown to tenants based on how well they match what the tenant is looking for, not on when it was posted. Tenants aren't forced to find your ad among thousands, and you aren't forced to repost your ad constantly and hope the right tenant is looking at the right time!

Since Anikio is a dedicated property rental site, we can focus on making the experience better for everyone. That means great ads with attractive visuals that connect

with tenants. Photos can even be captioned, explaining what room is being shown or marketing specific features.

For property managers, a simple screen shows all your inventory at a glance. Even when rented, we save your ad so you can quickly re-list with a single click the next time that the property is available!



*Random Sample, Jul 16, 2019

TENANT FEATURES

- TOOLS TO QUICKLY SHORT-LIST PLACES
- VIEW LISTINGS ON A MAP
- HIGHLY VISUAL LISTINGS
- CAPTIONED PHOTOS
- VIRTUAL TOURS
- FILTER ON ALMOST ANYTHING:

RENT, LOCATION, PROPERTY TYPE, AVAILABILITY DATE, TYPE OF LEASE, INCLUDED UTILITIES & APPLIANCES, A/C, FENCED BACK YARD, PET (INCL TYPE), PARKING, DECK/BALCONY, SMOKING/NON-SMOKING, AND MORE

PROPERTY MANAGER FEATURES

- EASILY MANAGE MULTIPLE LISTINGS
- HIGH VISIBILITY OF YOUR ADS
- NO NEED TO RE-POST DAILY TO BE SEEN
- LISTINGS SAVED—ONE CLICK TO RE-LIST
- FEWER ALREADY-ANSWERED QUESTIONS
- LOCAL SITE—LOCAL EXPERTISE
- REDUCE NO SHOWS WITH VR TOURS
- PROFESSIONAL PHOTOGRAPHY
- DIGITAL STAGING
- ASSISTANCE WITH OPTIMIZATION

PRICING

\$20 FOR A ONE-MONTH LISTING

Photography

These days, everyone carries a camera with them, and those cell phone cameras are getting better all the time. But even with professional cameras, there are limits to what can be done with handheld photos in the conditions typically found in interior photography.

Real estate photography needs wide angle lenses, to be sharp, clear, and bright enough to illuminate the shadows without making everything look too bright and fake.

We use high-end DSLR cameras on tripods to get beautiful, sharp, high-dynamic range photos. We actually combine at least three photos to expose dark areas, 'mid' areas, and bright areas and give a better representation of what the human eye actually sees. The result is photos that catch the eye and make a good first impression, connecting with tenants. That's what a good listing is all about.

DIGITAL STAGING

It's hard to get excited about a photo of an empty room. And tenants see a lot of them! We can paint furniture in a room to give it more character, warmth, and a homey feeling... without the dings and dents or rental fees of the real thing.

Did you know the front of this brochure is digitally staged?

LANDLORD'S PHOTO



RESHOOT BY ANIKIO



Virtual Tours

- ◇ Save time and money for everyone
- ◇ 24/7 Viewings with No Notice
- ◇ Great for out-of-town & family
- ◇ Increase tenant mind share
- ◇ Better understanding of offering
- ◇ Often cited as best listing feature
- ◇ Can be used again and again

Virtual tours don't replace photos but help them tell the story. Tenants can look around and 'walk' through the rental to really get a feel for the layout, space, and size. This serves as a pre-screening for both the tenant (will this work for me?) and landlord (am I driving across town for nothing?). Better yet, it saves time and money for the landlord, prospective tenant, and even the current tenant. And virtual tours offer a way to view the property when it might not otherwise be possible at that moment due to time of day, scheduling conflicts, notice to current tenants, etc.

Like photos, a virtual tour is an investment in your investment, and can be used again and again as tenants come and go as long as the property hasn't changed much. Photos bring tenants into the listing, and a virtual tour keeps them there, moving through your space instead of moving on to others.

Anikio Pricing*



Photo & Virtual Tour Pricing Includes 2-Month Listing on Anikio (\$40 value)



Includes High-Res HDR Photography, Post-Processing & Colour Correction



Use Your Photos/Tour Again & Again Any Time Your Property Is Available!

	Anikio Listing	Photography	Virtual Tour	Photo + Tour Bundle
< 1000 sq. ft.	\$20/month	\$130	\$140	\$240
> 1000 sq. ft.	\$20/month	\$180	\$190	\$325
Digital Staging		\$50/photo		

* Prices do not include tax; Photos are watermarked and can be used anywhere to market the rental property.

Spread the Good News!

Know a landlord that hasn't heard of Anikio yet? Tell them to mention you when they sign up and they'll **receive up to \$50 off** of our Photography & Virtual Tour when they list their first property on Anikio! They just email referral@anikio.com with your name/email.

As thanks, we'll also **give you an equal value credit** towards Photography and/or a Virtual Tour or a free listing credit (your choice).



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