



PRESS RELEASE

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Hyperdisk Unveils Industry Leading “4-D” Multifamily Website

Green technologies are incorporated that provide extreme customization and “real life” experience by visitors to the multifamily real estate management site

IRVINE, CA, UNITED STATES – Hyperdisk Marketing, Inc, a preeminent strategic digital marketing firm, announced the launch of mark-taylor.com - an apartment website that incorporates a variety of technologies that allow for new levels of customization by potential customers and, at the same time, is environment friendly and saves money for the award-winning multiple family housing provider. The innovations include a customizable eBrochure function; integrated Google Earth 3D; dynamic special offer functionality, and it utilizes java-programming for iPad, iPhone and all other mobile platforms. The site reaches a new level for marketing commercial real estate.

“We wanted to create an apartment website that went beyond rates and floor plans, so we focused on creating a true online experience that allowed guests to fully interact, learn and engage with their apartment of interest, including the ability to create a custom brochure, email a friend and learn about all community at large through social media and interactive maps,” stated Hyperdisk President, Steven Seghers. He added, “Mark-Taylor is an award-winning management company - because they deliver exceptional services to accompany their stylish apartments. We felt it was very important to reflect their philosophy of personal attention and quality to the website.”

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Incorporating Google Earth is another innovation rarely seen on apartment websites. It allows the user to get a “real life” view of the community and surround area without the fear of it being digitally enhanced or photo manipulated to present a better scene than actually exists. “A great location will always be contributing factor to driving a lease, so we featured Google Earth, interactive maps, detailed local information and expansive multimedia features to help prospective residents understand the value of the Mark-Taylor experience,” said Kim Atkinson, Mark-Taylor’s Director of Sales & Marketing.

4-D Next Level Web Features:

1. Mobile friendly and flexes based on device
2. Dynamic image and virtual functionality
3. Ajax special photo tours and flash pop-ups
4. Dynamic check-availability
5. Fully integrated CMS system = the properties can now be setup “auto-magically”
6. 4 in 1 home page design
7. Lease now tools and features
8. Call to action that is highly tailored to meet needs of prospects

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About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (hyperdisk.com) is a leader in strategic emarketing and communications services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive hybrid marketing techniques. Hyperdisk represents over 150 hotels in 26 states, and is the most awarded agency by Hospitality Sales and Marketing Association International (HSMIAI) over the past two years. In addition to hospitality, Hyperdisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.

The Mark-Taylor Story

In designing new communities, Mark-Taylor begins the process by thinking about how people will actually live in their apartment home and then brings those concepts to life first on the drawing board and then through the construction and architectural detailing of each floor plan. From the location of the washer and dryer to the cabinetry finish to parking spaces to recreational amenities, this thoughtful in-house planning and execution has resulted in award-winning designs that are a hit with residents.

Mark-Taylor luxury apartment homes offers residents distinctive resort-style living. For example, residents may enjoy a sandy beach swimming pool with waterfall and lagoon, or fully equipped fitness centers open 24 hours a day. It’s like living in one of the country’s most impressive resorts, and you get to enjoy it each and every day!

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In addition, Mark-Taylor prides itself in investing in people and technology – both designed to make the life of the residents more satisfying. The Mark-Taylor team of employees enjoys longevity with the company and that means a more seasoned staff catering to the needs of the residents. They get the job done right the first time! The company also invests in the latest technology including this sizeable web presence, on-line apartment leasing, electronic newsletters and custom electronic communication for an open dialogue with our customers, whom we value like family.

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