



Monthly updates

Editor's note: This is the complete article.

In the past 30 days we have posted six new articles, one **video**, given presentations to two industry organizations, published two subscriber reports and one participant report, updated our online databases 17 times, and published four weekly investment updates.

In addition, we have launched a new feature, **interactive graphs**. These make it easier than ever to compare market and investment trends from one market area to another. We are excited to add more interactive content and videos.

Also in the past 30 days, we have had more people than ever tell us they wished we had an email newsletter service that would let them know when we're speaking somewhere and when we add new articles. They tell us that although they enjoy our articles and value our research, they simply don't have enough time to check our website every day to find out what's new. Naturally, we're shocked, hurt, and saddened by this less than zombie-like devotion to our research, but we do understand and we will somehow manage to get over it.

So we started a monthly email update, managed by *ConstantContact* to protect you from abuse and spam. You can opt in and opt out any time. Each monthly update will summarize articles we posted in the past 30 days and let you know about upcoming events such as speeches, our research schedule and so on. When you sign up, the default schedule is monthly. However, if you want to be notified whenever we post a new article, you have that option as well.

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Separately from this new service, we will continue to send emails to our subscribers and research participants whenever we publish a new report that they get, just so they know it is available to download. And sometimes, but rarely, we send emails to tell them about a significant event. But we have been careful to keep this to a minimum. For example, we update our online **Apartment Investment Report** and **Apartment Development Report** at least once a week, but we do not send out an email to those subscribers each time we publish the updates.