



Established in 1935, JSM is a family-owned provider of quality apartments, parking, real estate, commercial properties, and development services. Beginning in Champaign, IL, before expanding to Bloomington/Normal, JSM now manages roughly 1,300 apartments and 450,000 sq/ft of commercial space which benefit from award winning amenities, responsive 24 hour maintenance, and friendly property management staff. AdEasel was chosen to develop web, marketing, and management tools in which users could experience JSM without leaving their desks.



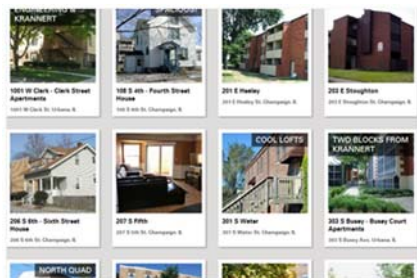
JSMLiving.com

Delivering Property Management Services to Students, Families, Businesses, and Beyond



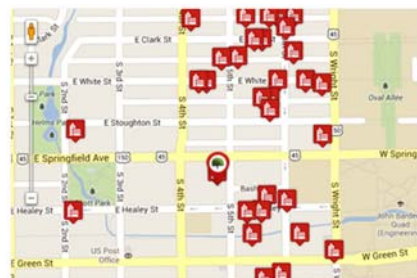
In the back, JSM is powered by a personalized content management system and custom apps tailor-made to give management the power to edit webpages, modify property listings, sort through maintenance requests, handle leasing applications, and more. On the front, AdEasel designed the website as an interactive portal for users to find information and engage with JSM.

Interactive Property Listings



Users looking for a new apartment now have JSM's catalog of available units at their fingertips using AdEasel's custom property management application. Unique features include convenient filters, user favorites, integrated Google Maps, attached floor plans and slideshow photography—and all can be managed through the JSM Easel (CMS).

Online Leasing Applications



To Keep new and existing customer information confidential, AdEasel created a secure form in which users can submit their leasing applications quickly and easily via the web. Further, options to safely download & remove personal information have been added to the Easel so that customers can rest assured that their data is safe with JSM.

Manageable Maintenance



Existing customers can quickly navigate to the JSM website to submit new maintenance requests using a short form. Management can quickly assign new requests to JSM staff while maintenance features allow for the tracking of parts, assets, and general notes. Don't know which coffee table belongs in a particular unit? All of the information can be found in the Easel.

Download additional case studies and learn more about our agency online at AdEasel.com.