RENTAL PROPERTY MANAGEMENT 101
Becoming a Successful Property Owner with tonsofrentals.com®
tonsofrentals.com® is more than a property rental website – we’re a locally owned, full-service property management firm with over 30 years of experience. Our property managers are also based locally, using advanced technology and a deep understanding of the local community to provide the resources and insight you need to make good decisions, retain the value of your property, and give you peace of mind.

Let us help you protect your investment, and put you on the fast track to earning successful rental income today.

It’s time to start seeing your property as an asset, not a liability.
Our three areas of expertise make for one profitable investment.

**Marketing**
The first rule of property management is to secure a good tenant. By utilizing our powerful marketing process, tonsofrentals.com® can quickly and effectively secure a qualified resident for your property. The faster your property is leased, the faster your property can provide a return on investment.

**Leasing**
A secure lease ensures steady income from your investment. That’s why we focus on screening residents, developing proper lease agreements, and developing quality customer relationships built on mutual respect. At tonsofrentals.com®, our leasing process reduces loss and minimizes cost.

**Management**
Your peace of mind is our ultimate goal. Rapid rent payment, 24-hour emergency maintenance, and resident retention programs are just some aspects of our successful, full-service property management system. Our professional team are experts at staying on top of ongoing needs to maintain the value of your investment property.
Our Customer Contact Center can handle everything (including the kitchen sink).

Answering questions from prospective residents

Processing maintenance requests*

Scheduling property visits

Addressing emergencies immediately

Following up and converting leads quickly

Ensuring rapid rent collection

Arranging appointments with lease specialists

Providing superior customer service

*like a leaky kitchen sink

Local, Hands-on Knowledge
When it comes to renting your property, it’s essential to have knowledgeable professionals representing your property. Our team is trained to provide rapid response and resolution to address a wide range of issues, from prospective residents who are looking for a place to live to current residents with specific requests.

Fixing Problems Fast
We not only lease faster, we respond faster...no telephone tag, no delay. Our state-of-the-art online portal, combined with our Customer Contact Center, serve both residents and owners to provide 24/7 assistance. We’re here to respond to every inquiry about your property as soon as it’s received by phone, email, or live chat. It’s an innovation that’s not only changing the property management industry – it’s exclusive to tonsofrentals.com®.

Lasting Peace of Mind
What does leveraging our multi-channel Customer Contact Center mean for you? It means no more missed opportunities. No more headaches or hassles for you or your residents. And no more late-night phone calls. In short, it means you can rest easy knowing that someone is always on the job.
FAQ’s

We’ll answer the questions you didn’t even know you had.

How much work will it take before you can rent my house?
How do you find residents and how long will it take?
Can I choose the resident for my house?
How and when do I get my money each month?
Who does repairs on my property?
What happens if a resident incurs damage?
What happens if the resident leaves before the end of the lease?

Our property management team is here to guide you through the process every step of the way.
For answers to the questions above, click the links or call (800) 789-1135 today.
There are a combination of factors impacting the length of time your property will remain on the market: location, seasonality, social and economic climate, curb appeal, pricing, and market visibility. At tonsofrentals.com® our marketing expertise exposes your property to thousands of prospective residents every day and minimizes time on the market through a proven marketing process.

**Look Your Best**
Successful leasing starts with optimizing your property for maximum attraction. When prospective residents view your home, we want the property to look its best in order to minimize the time vacant on the market. Your tonsofrentals.com® management team can assist you in maximizing the “curb appeal” of your rental home.

**Price to Attract the Right Prospect**
It’s important to price your property competitively, with considerations given for location, season, and market supply and demand. To establish a competitive and achievable market rent, your tonsofrentals.com® management team will conduct a market analysis with local market expertise, which includes evaluating vacancies, up-to-date statistics, current rent-per-square-foot, and time on the market.
Maximize Street Visibility
On-site signage is important, since many prospects will drive a neighborhood of interest or find an available home near a friend’s house. Wherever possible, tonsorrentals.com® places professional signage in your yard or window conveying information that gives the prospect good reason to call our Customer Contact Center and schedule an appointment to view the home.

Ensure Maximum Exposure
Rental consumers use the internet considerably when searching for a rental home. The tonsorrentals.com® website is one of the most extensive marketing engines available in today’s market. Online video and photographs of your property, combined with local community information, help our robust, dynamic website act as a powerful funnel to expose thousands of prospects to your rental home. Search engine optimization and broadcast across additional listing sites on the internet means tonsorrentals.com® can ensure maximum coverage.
**MARKETING SERVICES**

**Provide Mobile-Friendly Access**
More and more, prospective renters use mobile devices to aid their search. All tonsorentals.com listings are mobile friendly, offering seamless access and optimum exposure to all the features and benefits of our online site… with the added convenience of a device-specific application.

**Create Visibility Where Prospects Search**
In addition to the internet, we know on-the-move renters also explore area visitor centers, chambers of commerce, real estate offices, self-storage locations, gas stations, and grocery stores. So we make sure tonsorentals.com is highly visible in these locations by placing promotional rack cards in high traffic public areas throughout the region. Anywhere you find relocation traffic, we are there.

See the next page to see a few of the other ways we’ll market your property!
How will tonsofrentals.com advertise your property?

Yodle®
local online advertising

Trulia®

Zillow®

Facebook

Rentals.com

Homes.com

RealRentals.com

Google+

Real Estate

MyNewPlace™

RentalHouses.com

Rentals Plus

yelp

hotpads

the place to find your place

Vast

Plus, Local Chambers of Commerce, Rack Cards, Interactive Kiosks, and more!

We’ll just tell a few friends.

Contact us today! 800-789-1135
The professional team at tonsosofrentals.com® is extremely thorough when it comes to securing a lease for your investment property. We know that our extra steps – like taking time to answer questions, filling out a Move-In Condition Report, or providing a property handbook – are small but important keys toward setting the right tone with your resident.

**ENSURE THE BEST POSSIBLE RESIDENT**

**Resident Screening**
A properly screened resident will increase probability of fulfillment of lease terms...including on-time rent payments. tonsosofrentals.com® requires all adult occupants to submit a detailed application along with an application fee per applicant. In today’s world a credit check is not enough. tonsosofrentals.com® conducts a careful review of their credit history, rental history, income verification, and criminal record.

**Handling Pets Properly**
In today’s world over 60% of all rental prospects have pets, so eliminating pets from your rental property will eliminate 60% of your available prospects. However, dealing with pets and pet owners doesn't have to be a negative experience. Rather than shut out a potential market, tonsosofrentals.com® has procedures in place to properly handle pet situations. These procedures include collecting pet fees, enforcing pet screening protocols, and requiring residents to perform flea treatment and carpet cleaning. And of course, the resident will be fully responsible for any property damage caused by the pet or their use of the property.

Please note: service animals for handicapped or disabled persons are NOT considered pets by Federal law, which means property owners cannot discriminate against handicapped or disabled...
LEASING SERVICES

At tonsofrentals.com®, we work hard to establish successful landlord/resident relationships. Thorough communication and high professional standards help ensure a profitable exchange for both parties. Here are some of the procedures you can expect:

**ESTABLISH THE RIGHT RELATIONSHIP**

**Lease Review**
We do a methodical lease review with the prospective resident prior to the signing of the lease document. This makes sure that all questions and concerns are addressed, and that the resident thoroughly understands the terms of their lease.

**Move-in Condition Report**
The move-in condition report helps establish the condition of the property upon resident move-in. Condition is noted with digital photography of interior house elements, such as walls, doors, fixtures, flooring, and equipment. This report is provided to the resident in the lease closing package, posted on the resident portal, and used as a comparison report during the move-out process.

**Rental / Lease Agreements**
Once a resident is qualified a lease closing package is prepared and a lease signing is scheduled. The property manager will walk through the property to ensure it is ready for move-in. A final move-in condition report is completed along with photos. The lease documents are signed, utility services are notified of billing change (where applicable), and a move-in is scheduled.
Rent and Security Deposits
Once an applicant is approved, a security deposit is collected from all residents for your protection. A full security deposit (typically equal to one months’ rent) and first months’ rent are payable prior to the lease start date. In some cases, where management determines it to be applicable, a larger security deposit may be required. Your deposits are held in an insured trust account in accordance with state regulations. All resident forfeits and damage claims are in conformance with state security deposit laws.

Resident Handbook
Taking the time to prepare residents for living in your rental home is a key step toward a successful landlord/resident relationship. Upon lease signing, residents receive the tonsofrentals.com® Resident Handbook. Filled with helpful hints, tips and forms the resident may use while living in your rental property. This detailed booklet gives them additional information on how to care for the property, report repairs, maintain the property, make timely payments, give proper notice to vacate, leave the property in good condition, and more.
After our successful marketing, screening, and leasing initiatives deliver a qualified resident to your property, our ongoing property management services kick in. At tonsofrentals.com® we know the last thing you want as a property owner is a headache. We use our experience and knowledge to handle all the details of property management smoothly and efficiently...including necessary aspects you might not even anticipate.

**Initial Site Evaluation**
A tonsofrentals.com® property manager will conduct the initial site evaluation of your property, working with you to take action to correct conditions that may cause you exposure to liability. We also provide an in-depth market analysis to determine your monthly rental price point.

**Transparent, On-line Access**
tonofrentals.com® provides you with complete, secure on-line access to your owner statements and other important documents, including: copies of your management agreement, Residential Evaluation Survey, HOA documents (where applicable), work orders, and invoices. In addition, tonsofrentals.com® employs a state-of-the-art electronic document storage system. All files are scanned and securely stored, thereby reducing the inherent risks of paper storage and making all records easily accessible to you and tonsofrentals.com® staff.

**Quarterly Property Condition Reports**
Get real peace of mind by getting a quarterly glimpse into your property's condition. Our mobile app uploads real-time information onto your online portal, complete with photos, so you can know everything is in good shape.

**On-time Rent Collection**
Rent collection is at the heart of the tonsofrentals.com® system. Our service to residents provides payment options through our secure payment processing center for collection of all fees. The system is quick and convenient and allows the resident to pay online so you can receive rent faster, and on-time.
Preventative and Emergency Maintenance
At tonsofrentals.com® we’re equipped to handle both routine and emergency maintenance of your property to minimize damage and loss. Read more in our Maintenance Section to learn the steps we take to protect your investment.

Ongoing Resident Communication
We will maintain the ongoing relationship with your existing residents, with consistent communication, especially when new procedures are put into place.

Resident Retention
Keeping a quality resident creates more value for you. At tonsofrentals.com®, we work hard to ensure resident retention is the highest level possible for market conditions. The tonsofrentals.com® team establishes strong monthly resident retention goals and tracks performance as part of achieving those goals for you as an owner.

Resident Turnover Management
We hope that a good resident will stay in your property for a long time. When the time comes for the resident to vacate, tonsofrentals.com® will carefully survey the property upon move-out, administer final rent and security deposit according to state regulations, and prepare the property for market as quickly as possible to minimize your vacancy. We also take control of all keys, test the locks, and implement a security code process for each key. As part of our risk management process we require exterior locks be re-keyed between residents.

Resolving Resident Issues
Identifying qualified and content residents on your behalf reduces many resident problems. However, even good residents can face unexpected challenges. From minor resident problems to late payment or eviction, we treat each issue with a common sense approach, following landlord/tenant law, and using appropriate documentation. No matter the situation, tonsofrentals.com® has a system to handle issues quickly and professionally. If necessary, we will contact you with the information to discuss the situation and review a time frame for correction.

Lease Break Management
In the unfortunate circumstance of a broken lease, tonsofrentals.com® will be there to ensure the
responsible for their legal obligation and to minimize your exposure during the lease transition.

**Representation in Eviction Suits**
Eviction is never a desired process but state laws protect you as landlord from non-paying residents. At tonsorntals.com® we provide a comprehensive system that reduces your risk as landlord. If the need arises, however, and eviction becomes necessary we will follow state laws to ensure a rapid resolution at minimum costs.

**Monitoring Legislation Affecting Landlords**
Keeping up with today’s legal changes is a critical, but time-consuming, process necessary for keeping the interests of our property owners protected. tonsorntals.com® is here to stay abreast of changing laws by attending local, state, and national conferences; continuing education; and active membership in many industry organizations that affect legislative and legal issues involving residential rental property. As the laws change, we protect your interests by updating our forms and agreements accordingly.
The LRS report includes:
- Photo documentation with survey notes
- Any unreported resident damage is noted.
- Advance notice and repair is taken care of prior to move out to ensure proper payment by the resident.

The RES visit is completed at approximately 90 days from the start date of the lease. This provides us with a good indication of the resident's care of the property.

The RES report includes:
- Photo documentation with survey notes
- Full exterior/interior general condition report
- Report on overall resident care of the home
- Identification of any unreported maintenance repair needs
- Simple repairs are fixed on-site during the visit – saving money on maintenance costs
- Photo record of appliance model numbers
- Photo record of faucet and plumbing fixtures
- Observations and recommendations on potential capital repair or improvement needs

Our routine property visits make for one protected investment.

#1 Move-in/Move-out Condition Report:
The move-in and move-out condition report is complete with photographic record (and video as needed) along with extensive notation of the property condition. This is critical to ensuring we capture the move-in condition of the property so that any property damage or resident caused repairs needed that are beyond legally defined “normal wear and tear can be documented upon move-out.

#2 Residential Evaluation Survey (RES) – 90 days from lease start date:
The RES visit is completed at approximately 90 days from the start date of the lease. This provides us with a good indication of the resident’s care of the property.

#3 Outside Survey (OS) – 190 days from lease start date:
The OS is an outside-only survey providing information on how the resident is caring for the yard area. If there are any indications causing concern then an interior survey may be scheduled as well.

The OS report includes:
- Photo documentation of the front and back of the house
- Condition of yard and its upkeep are noted
- Any unauthorized pets are noted and violation notices are delivered
- Any unauthorized vehicles are noted and violation notices are delivered
- Any dangerous trees limbs or exterior conditions creating a liability concern are noted
- General exterior condition is noted

#4 Lease Renewal Survey (LRS) – 90 days prior to lease renewal date:
The LRS report includes:
- Photo documentation with survey notes
- Any unreported resident damage is noted.
- Advance notice and repair is taken care of prior to move out to ensure proper payment by the resident.

The LRS report includes:
- Advance discussion with you about lease renewal terms
- Advance discussion about rent value for the lease renewal
- Advance discussion and anticipation of possible turnover costs
Protecting your investment is a top priority. Your rental home is a naturally depreciating asset which requires on-going oversight and maintenance to enable appropriate market appreciation. It is equally important to keep up with maintenance while the resident occupies the property. Often people think no news is good news; this can be just the opposite. Instead, “delayed news can become very bad news.”

At tonsorentals.com®, keeping your property in optimal condition is a high priority, so we address it on many fronts:

**Educating the Resident**
We want the resident to know from the beginning of their tenancy that our expectations are to “care for the property.” The tonsorentals.com® lease, addendums and our lease closing process clearly define resident responsibilities. We work with the resident to complete the move-in condition report documenting the condition of the property upon move-in. We also supply residents with the “Resident Handbook,” which provides additional instructions on how to care for of the property and how to report appropriate maintenance.

**Using Preventative & Responsive Maintenance Techniques**
We know minor preventative expenditures save the most money. By making it easy for residents to report maintenance issues, many problems can be easily addressed before they deteriorate into more expensive situations. And, in accordance with the management agreement, the tonsorentals.com® staff will contact you if maintenance costs are expected to exceed $500.00.

**Limiting Exposure with Landlord Insurance**
This is an important reason to make sure proper landlord insurance is in place and that tonsorentals.com® is listed as additionally insured. Your insurance policy and agent/claim contact information must always be kept on file with our office.
Twenty Four Hour Emergency Maintenance
Another key to your peace of mind is our on-call emergency service, which is available twenty four hours a day. Repair issues don’t always follow the schedule we’d like, and often emergency needs arise after hours. Again, our goal is to address small issues before they deteriorate further.

There are times when a property manager must “act” in order to mitigate financial risk to the owner. For example, when a property is flooding, action is necessary, particularly if the property owner is not immediately available. When an emergency and/or disaster strikes, tonsofrentals.com® is prepared to respond. We will notify you as soon as practical while the nature of the emergency and/or disaster determines the action needed.

Utilizing Competent Contractors
We work to develop and manage professional relationships with quality service providers who understand your property’s needs and know that confidence must be earned through consistent performance. We work to manage each project with strict attention to cost, schedule, and scope, and keep owner fully informed of all maintenance issues and outcomes with online notification.
Because the financial performance of your property investment is crucial, tonsorentals.com® makes it simple to monitor and access information 24/7. Tracking income and expense for year-end tax preparation has never been easier.

Monitor Performance
tonsorentals.com® tracks the monthly income and expense on your investment property. Your property statement is available for you to view on-line at any time through password protected, online access. You can download your report, analyze income and expenses and do your tax planning when it is convenient for you.

Disbursement of Monthly Funds
The dispersal of your monthly rent proceeds happens on or about the 15th day of each month. You can depend on secure, rapid electronic transfer of funds directly into your bank account from our tonsorentals.com® trust account.

End of Year 1099’s
Your year-end statement is also available on-line. In January of each year, you will receive a 1099 for income received in the previous year.
At tonsorentals.com®, we prize every relationship we build with our clients. Hear what our clients are saying about our commitment to service.

“I wanted to take a moment to thank you in writing for your services in finding a rental home. My family and I were working with a very tight time frame, and you worked extremely hard to match us with a property that met our specific needs. I truly appreciate your tireless efforts in all aspects of this process, from research and showings to negotiating the bottom line. I felt that I was in very good hands and would not hesitate to do business with you again.”

— Many thanks, Julia

“tonsorentals.com® has been handling the rental of our home in Black Mountain for over a year now. Recently, we ended a contract with residents and obtained a new contract with another family. This transition was wrought with problems and conflicts, however, tonsorentals.com® maintained a poised and professional stance throughout even the most challenging moments. We were impressed with the management of both parties involved and her obvious commitment to provide the most equitable solutions for all involved. tonsorentals.com® returned every phone call in a timely manner, and kept us abreast of new information as it arose. We appreciate their availability and feel they often went above and beyond to address issues during the changeover. We are fortunate to have them as our representative.”

— Every good wish, Pamela and Kevin

“Thank you … all of you … for doing such a great job.”

— Libba
“After several months of paying the mortgage on an empty investment property in Hendersonville, and trying to rent it long distance from Florida, we learned about tonsorentals.com®! From the first phone call, we knew we had made the right decision. The staff there has been helpful, professional, and extremely easy to work with. They have handled everything, keeping us informed at all times. They are quick to return phone calls, and quick to come up with solutions, or make suggestions. The best part is to hear tonsorentals.com® say, “We’ll take care of everything.” I love those words !!!!! It is a wonderful feeling to know that the management of our property is in capable hands, and we don’t have to worry about it. Thank you all so much for being there. I wouldn’t be able to begin to know how to do the things you do, like background checks, etc. I hope to have a long relationship with your company.”

— Jim and June, Lakeland, FL

“Working with Terri at tonsorentals.com® was a great experience for me. She asked the right questions and she showed that she knows her market very well. Her professionalism is top notch and she is prompt at returning calls and most important, following up. The next time I am searching for new place to live, I will be surely calling Terri and the team at tonsorentals.com®.”

— Jerry, Candler, NC

“Thank you for a super job of managing our home while we were living in Germany. We appreciate all you’ve done for us: finding good, reliable renters so quickly, collecting the rent, informing us and taking care of needs and problems, paying the taxes, and just keeping an eye on our house regularly in our absence. We would certainly recommend tonsorentals.com® to anyone needing home management services in the future. It’s been a real pleasure working with such a professional group.”

— Marie, Red Bank, NJ

“I would highly recommend tonsorentals.com® for your relocation services. I rented a house through them ‘site unseen’ and it was just perfect and exactly what they indicated. Thanks to them my relocation went smoothly and was perfect.”

— Rick
“I wanted to say “Thank You” to both of you for securing a quality tenant for our house in Weaverville. Kent and his family seem to really enjoy the house and I think they will be wonderful long-term tenants. All of this would not have happened, however, without the great service you provide. Thank you for your quality underwriting and also for your prompt service throughout this whole process.”

— Anonymous

It was so kind and thoughtful that you came to see if I needed anything and cleaned my walk. Not often does one get this kind of concern, help and kindness anymore. You made a deep impression that you care about people.”

— Gladys, Hendersonville, NC

“We were so happy with the condition of our home after 3 years of rental that it is still as good as new. This is a testimony to the quality of the lessee and the quality of tonsorentals.com® management. The annual report with pictures gave us such a sense of security knowing that tonsorentals.com® was actively managing and inspecting the property. In addition it was very important for us to feel that the person leasing the property felt like they were respected and at home during their leasing experience. I think that the atmosphere of mutual respect is why the process worked so well for all concerned. We will certainly recommend tonsorentals.com® to our friends in Hendersonville and come back tonsorentals.com® if/when we have rental property in the future. Many thanks again and best wishes to your continued success.”

— Pete

“We were so happy with the condition of our home after 3 years of rental that it is still as good as new. This is a testimony to the quality of the lessee and the quality of tonsorentals.com® management.”
At tonsofrentals.com®, services for marketing, showing, screening, and leasing your property are not charged until we have produced a qualified resident who has signed a lease and paid their first month's rent. At that time your account will be charged one half (1/2) of the first full month's rent.

Services for routine management which includes rent collection process, direct rent proceeds deposit, accounts payable processing, 24x7 on-call emergency service, routine property visits with documentation, access to our customer care staff for questions or assistance, licensed property manager representing your investment, and unlimited on-line access is priced at 10% of the gross monthly amount collected.
## PROPERTY MANAGEMENT SERVICE COMPARISON

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<th>Feature</th>
<th>tonsofrentals.com®</th>
<th>other Management Companies</th>
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<td>Certified Residential Property Management Company (CRMC®)</td>
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<td>Certified Property Managers (CPM®)</td>
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<td>Accounting Department managed by CPA</td>
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<td>27 years successfully serving our clients</td>
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<td>Residential property management is our only business</td>
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<td>Real time data access 24/7 - anywhere-anytime</td>
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<td>Direct Electronic rental proceeds deposit</td>
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<td>Online rent collection with multiple payment options</td>
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<td>Real time notification of all work requests and maintenance issues</td>
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<td>Partner with Insured Maintenance Vendors</td>
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<td>Online access to all invoices and monthly statements - anywhere-anytime</td>
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<td>Quarterly Property Inspections</td>
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<td>Online management of contact information, files and communications</td>
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<td>Online document signing -Green Initiative</td>
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<td>Annual written property survey reports with photos</td>
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<td>Property listing Kiosks</td>
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<td>Mobile App by tonsofrentals.com®</td>
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<td>Your property seen by thousands of resident prospects monthly online</td>
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<td>Regular staff training and educational programs</td>
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Is it time to consider a professional property management company to manage your residential investment property? tonsofrentals.com® welcomes the opportunity to serve as your operational partner. Our professional staff and comprehensive services can give you the best return on your investment of both time and money...allowing you to enjoy greater profit and peace of mind.

To start renting your property with complete confidence, call (800) 789-1135 today.

tonsofrentals.com®