

Capital City Apartment Association

Apartment Cornerstone Newsletter

A newsletter serving the Tallahassee Multi-family Housing Industry

June 2009

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CCAA CALENDAR OF UPCOMING EVENTS



May 13, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

May 26, 2009

June 23, 2009 Luncheon Meeting

11:30 AM - 1:00 PM

Holiday Inn Bistro

on N. Monroe

Guest Speaker:

Sandra Manning with the
City of Tallahassee

Sponsor:

City of Tallahassee
Utilities

Make Your RSVP NOW

866-922-2239

CCAA May Luncheon
11:30 AM
Holiday Inn on N. Monroe
Cost:
\$15 / \$20 Members
\$20 / \$25 Non-members

June 10, 2009

CCAA Board Meeting
11:30 AM
Delaney Park at Southwood
3550 Esplanade Way

June 23, 2009

CCAA June Luncheon
11:30 AM
Holiday Inn on N. Monroe
Cost:
\$15 / \$20 Members
\$20 / \$25 Non-members

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Gathering Is Great. Harvesting Is Better! ©

by Ernest F. Oriente, The Coach

In the apartment property management profession, gathering information from future residents continues to be an ongoing part of your marketing efforts. In addition, the use of better information from smarter technology systems means you can capture and analyze more information than ever before. This article will summarize the many ways you can gather information from future residents and, more importantly, great ways to harvest this knowledge. In addition, having a strong follow-up system will allow your leasing teams to maximize the return on your marketing/advertising dollars and strengthen their success ratios. Gathering information from future residents: Every time a future resident makes contact with those who run the apartment communities you own/manage, your leasing teams have the opportunity to gather information. Here is a list of ways your leasing teams can gather information about future residents:

1. Every time a future resident calls your apartment communities, your leasing teams begin the gathering process by using either a traffic log or guest card. During this telephone conversation we hope your leasing teams will capture this person's name, telephone number,

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E-mail address, current residence, the marketing source that prompted their call, when they are planning to move and a confirmed appointment.

2. When telephone calls from future residents are missed, companies that provide telephone tracking services allow your leasing teams to gather a telephone number and, in many cases, the caller's name and mailing address. In addition, telephone tracking services will supply your leasing teams with zip code and demographic reports, indicating where your future residents currently live.

These reports will deepen your knowledge about future residents and will help to redefine your marketing engine, making it more efficient.

3. When a future resident sends an E-mail to your leasing teams, this person's E-mail address and message can be merged with your current tracking systems and folded into your E-mail marketing program.

4. When each future resident arrives at the leasing center of your apartment communities the information from the above three points can be confirmed. In addition, new information can be learned from this future resident and your manual or computerized tracking system can record this entire process.

Tip From The Coach: Gathering information is good and learning about the profile of your future residents is time well invested. How often are you reviewing the gathered information mentioned above? Do your leasing teams make each step count? Can your leasing teams gather any new information to further enhance your marketing efforts?

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Harvesting information about future residents: Now that your gathering step is complete, how can you harvest this information and refine your marketing efforts? Let's review some important next steps.

1. When your leasing teams have gathered a mailing address, the next step in harvesting this future resident might be a timely thank-you note, the sending of your community newsletter and/or mailed information about your other properties within the same city.
2. When your leasing teams have gathered a telephone number, a corresponding zip code report will provide a very targeted approach for future marketing efforts. This zip code report will indicate the geographic location and marketing areas for future residents on a local, statewide and national level.
3. If your leasing teams have gathered an E-mail address, this future resident can easily be added to your E-mail newsletter list using the "be-in-touch, stay-in-touch" permission marketing engine.

Tip From The Coach: Leading property management companies are adjusting their marketing efforts to future residents at the beginning of every new day. Are you and your leasing teams staying current with these future resident trends?

Want to hear more about these important trends or ask some additional questions about your gathering and harvesting system? Send an E-mail to ernest@powerhour.com and The Coach will E-mail you a free PowerHour

invitation. During this call we will discuss the trends above.

Author's note: Ernest F. Oriente, a business coach since 1995 [23,300 hours]--the author of SmartMatch Alliances--and the founder of PowerHour...[www.powerhour.com], has a passion for coaching his clients on executive leadership, hiring and motivating property management SuperStars, traditional and Internet marketing, competitive sales strategies, and high leverage alliances for property management teams and their leaders. He provides private and group coaching for property management companies around North America, investment banking services, executive recruiting services and powerful tools for hiring property management SuperStars and building dynamic teams. Ernest worked for Motorola, Primedia and is certified in the Xerox sales methodologies. Recent interviews and articles have appeared more than 6000 times in business and trade publications and in a wide variety of leading magazines and newspapers, including Smart Money, Inc., Business 2.0, The New York Times, Fast Company, The LA Times, Fortune, Business Week, Self Employed America and The Financial Times. Since 1995, Ernest has written 156 articles for the property management industry and created 250+ property management forms, business and marketing checklists, sales letters and presentation tools. To subscribe to his free property management newsletter go to: www.powerhour.com. PowerHour® is based in Olympic-town.Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association

VENDORS NEEDED

Vendors, if you would like to sponsor the 2009 Annual BBQ held August 25th from 11:30 - 1:30 PM at the Spanish Oaks Clubhouse, please contact Renee Porter at 866-922-2239. The BBQ will replace our August General Meeting and will be a causal event. Managers, their staff and management

companies are invited to "drop-in" for a BBQ and to relax for a few minutes before heading back to work. The event is **FREE** for all members and participating vendors but non-members and non-participating vendors may attend with a \$5 cover charge.

Call Renee at 866-922-2239 NOW to sponsor!