



Greetings! Here is your November newsletter. We hope you find the industry news and articles informative and useful. This newsletter, past issues as well as the ones to come, will be archived on the CCAA website for future viewing, just click on the link below.

<http://www.ccaassociation.com>

Capital City Apartment Association

Apartment Cornerstone Newsletter

A newsletter serving the Tallahassee Multi-family Housing Industry

November 2008

In This Issue

* Knowing Your Demographics

CCAA
CALENDAR OF
UPCOMING
EVENTS



November 12, 2008

November Luncheon Meeting

WHEN:

November 25, 2008

WHERE:

Holiday Inn

On North Monroe

WHAT TIME:

11:30 AM - 1:00 PM

SPECIAL EVENT:

Election of 2009

Board of Officers & Directors

WHO'S SPEAKING:

Officer Ryan Dunphy

with the Tallahassee Police Dept.

WHO'S SPONSORING:

Jackson Properties, Inc.

CCAA Board Meeting
11:30 AM
Spanish Oaks
1327 High Rd.

November 25, 2008

CCAA Luncheon Meeting
11:30 AM
Holiday Inn on North Monroe
Cost:
\$15 Member
Optional \$20 Member Platinum
\$20 Non-member
Optional \$25 Non-member Platinum

December 09, 2008

Holiday Gala
6:30 PM - 10:00 PM
Silver Slipper
Cost:
\$20 per person (Member)
\$25 per person (non-member)
Please RSVP To Christina
Wimberley at 877-0587 or to
Renee Pettit Porter
at 866-922-2239

December 10, 2008

CCAA Board Meeting
11:30 AM
Spanish Oaks
1327 High Rd.

Work: (850) 576-7368
Fax: (850)

Kathryn Albritton
Assoc. Director ('07-'08)
Apartment Finder
200 Nabb Loop
Tallahassee, FL 32317
Work: (850) 575-2727
Fax: (850) 575-3027

Christina Wimberely
Assoc. Director ('07-'08)
Apartment Seekers
2887 A W. Tharpe Street
Tallahassee, FL 32304
Work: (850) 877-0587
Fax: (850) 574-8009

Jason Bonner
Assoc. Director ('08-'09)
R & R Fire & Safety Equip.
2343 Vinkara Drive
Tallahassee, FL 32303
Work: (850) 591-9015
Fax: (850) 205-3171

COST:

\$15 Member; \$20 Member Platinum
\$20 Non-member; \$25 Non-member Platinum

customization and personalized experiences - driven by the Internet and made-to-order consumables. A cookie cutter community with three floor plans would be hard to market to Generation Y. It just wouldn't have enough appeal. Communities with varied floor plans and multiple types of buildings would be much easier to market to this demographic and any opportunities to customize the interior would be rewarded by this consumer.

Generation X. How I used to bristle at that moniker. This is my generation and I don't necessarily share all of the traits, but I do understand the type. Once thought to be slackers and unmotivated, this generation has come of age when the American workforce is increasingly productive and educated. This generation also doesn't have the fear of cities that older generations sometimes possess and tends to seek out the urban lifestyle that many loft and city apartments offer. We are also an independent generation that seeks convenience and asks questions when things seem off. Research has found that Generation X tends to go with brands and businesses that talk straight and get to the point. Fluffy advertising doesn't attract this crowd, simple clean lines and descriptive copy does. Interestingly, because of this generations childhood being spent in the 80's and 90's, money is the overall measure of success much like the baby-boom market and people in their 30's and 40's seek out symbols of their hard work, such as an upscale apartment or a new car.

Baby Boomers. For nearly two decades, this generation has been the be-all and end-all for anyone with an advertising message. That has changed over the past five to ten years, as most baby boomers are retiring or even considering assisted living in their future. But there are many communities across the nation that successfully target this market. Keep in mind that a baby-boomer in an apartment is usually a renter by choice. This is someone who may travel extensively for their management job, needing the convenience of apartment living. Often, they are renting after many years of home or condo ownership. Understanding what is driving this consumers decision making is key to creating advertising that attracts them.

The Mature Market - Ages 55 and over. This is an ever-growing and expanding segment of the population and has become increasingly central in many companies marketing efforts. Years ago, once people reached a certain age they tended to be ignored by companies. This has drastically changed as older people live longer, healthier and much more productive lives.

Tracey Golay

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Michele Miller

Past President
Spanish Oaks
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Tallahassee, FL 32304
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the 50/50 drawing. The APAC Fund will receive half of the \$5 from each purchase and a lucky ticket holder will win the other half. You may purchase Platinum Lunch Tickets at the check-in table.

2.) Happy Bucks: Have a personal or professional announcement to share? Does your business have a special event you would like announce? Well then "Happy Bucks" time is right for you! During the business part of the luncheon, you will have the opportunity to share your news or pass out flyers for only \$1. All proceeds will go to the Linda McLean Educational Scholarship Fund.

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The statistics are startling - while the mature market represents just over a quarter of the population, they control 65% of the net worth in America. They also tend to spend a much higher percentage of their income on day-to-day living - which includes housing. However this market is much more leery of advertising than younger generations and wants the facts. They also want to be catered to but can spot a phony salesperson - they don't appreciate canned approaches or rehearsed messages. This demographic group seeks out excellent customer service and is willing to pay more for good service and quality. Upscale assisted living facilities have exploded across the nation because of this consumer difference, and many conventional properties are seeing the niche and taking advantage.

Most apartment advertising, whether in a print publication or online, tries to talk to all of these groups simultaneously. It can't be done, at least not effectively. While fair housing law and social demands have taught us that we lease to anyone who is qualified, that doesn't mean your marketing has to be generic and dull. Spice it up a bit! Talk to your intended audience and get that advertising to work!

Christopher Higgins is The Apartment Guy, a professional speaker, industry educator and marketing consultant based in Montana. Christopher owns small multifamily property in Florida, Missouri, Montana and Saskatchewan. With 17 years of experience in the industry, Christopher started his career in West Texas with his own print apartment publications and at age 23, became the national marketing and training director for a Top-50 NAHB multi-family developer. He has leased, renovated, marketed and managed rental housing. Performing more than 150 seminars each year across North America and the UK, his topics include closing and phone skills, resident retention, Fair Housing, Internet and outreach marketing, advertising, collateral materials workshops and investment seminars. For more, visit

www.theapartmentguy.net .

NAA Announcements

2008 NAA Accessibility Conference : Nov. 12, 2008 - The Westin Galleria in Dallas; Deadline Approaching - Register for \$249!

The one-day conference will be held Nov. 12, 2008, at the Westin Galleria in Dallas, prior to the Assembly of Delegates meeting. Click on the link below for hotel and schedule information and to register online.

[Web Link](#)

2009 NAA Student Housing Conference & Exposition:
February 2-4, 2009 ~ The Palazzo/Venetian Hotel in Las Vegas;
Save The Date!

[Web Link](#)

2009 NAA Green Conference & Exposition: April 28-29, 2009
~ Phoenix, AZ;

Has your company considered "going green"? NAA's latest conference offering will highlight the opportunities, hurdles and potential pitfalls for the apartment industry that have arisen as a result of the "green movement." In addition to several education sessions, the conference will feature a state-of-the-art exposition for apartment industry suppliers to showcase their valuable green products and services.

If you are a Multifamily Apartment Owner, Manager, Builder, Developer, Architect, Investor, or a Broker, this is a conference that you cannot afford to miss!

[Web Link](#)

We hope you have enjoyed the newsletter this month. If you have any comments or suggestions for the newsletter, please feel free to contact the CCAA at ccaassociation@mchsi.com.

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association

SPONSORS WANTED



The CCAA Holiday Gala is just around the corner on December 9, 2008. We are currently looking for vendors to sponsor tables for the Gala. What is a table sponsor? It is a vendors that pays \$50 to sponsor a table then the vendor decorates the table however they choose with a centerpiece to be given away as a door prize. The Gala will be held this year at the Silver Slipper in their large banquet room with dance floor. The vendor's \$50 sponsor fee will help to pay for the music and DJ. If you would like to sponsor a table, please call the CCAA Holiday Gala Chairpersonm, Christina Wimberley at 877-0587 or the CCAA Association Executive Officer, Renee Pettit Porter at 866-922-2239.

Making It Great in 2008!

Activities, Education and Opportunities with the Capital City Apartment Association.