

Rent & RetainSM

YOUR GUIDEBOOK TO MORE SUCCESSFUL APARTMENT MANAGEMENT

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"Be kind whenever possible. It is always possible." ~Dalai Lama

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Thank you!

Now is a great time to DAZZLE your boss!

Take a quick minute to review your accomplishments so far this year. Flip through past issues of R&R and mark down the ideas you've implemented successfully. Armed with these stats and success stories, you'll be ready to show your boss (or future employers) your value to the company.



And this is crucial: put a dollar value to as many things as you can (this advertisement leased 5 apartments = \$60,000 in revenue). I'm part of a project right now where the proposal guidelines for the team members include: Past Successes, Specific Results, How the Results were Measured. It's SO hard to remember this information (especially on short notice -- we have 24 hours to research and include this information in the proposal). Keeping track of your successes is an easy way to make sure you have them, at your fingertips, when needed. Good luck! Be your own #1 FAN!

Hot Selling and Managing this summer to you. Send us your ideas and questions (Facebook.com/rentandretain and Twitter: @RentandRetain) or email me at Mindy@RentandRetain.com.

Keep being awesome!

mindy

P.S. I'm speaking for...

-the Rental Housing Assn All Stars in Sacramento on July 24th. Julia@rha.org.

-the Apartment Assn California Southern Cities All Stars in Long Beach on September 13th. Contact tshea@apt-assoc.com.

-the Oregon Metro Multihousing Assn All Stars in Portland on September 20th. Contact dana@metromultifamily.com.

For more information visit www.ApartmentAllStars.com.

Hope to see you then!

eBooks & eChecklists are great ways to snag the interest of prospects.

With eBooks you can create an instant relationship with prospects and establish yourself as an expert in the field. Have your web designer set them up as autoresponders so you don't have to do a thing! (An autoresponder automatically send an email back to the person who made contact with you.)

Here is a cool example of how using How To booklets can help you close more sales from marketing expert Bob Leduc. An insurance agency sold life insurance to military personnel. They created a free booklet titled, "*A Guide To Your Military Benefits*" describing the top government benefits available only to those in the military. The booklet also included the forms needed to apply for the benefits. The booklet was so effective at generating sales that the booklet became the only line-item in their advertising budget. The result of promoting this free How To booklet: almost 75% of those who requested the free booklet accepted an appointment with a sales representative and almost 40% of those who saw a sales representative became paying clients. Here are some eBooks you can create to achieve the same goal:



eBook and eChecklist ideas

- How to move checklists
- Timeframe on when to change magazine subscriptions, update bills, turn off/on power, etc.
- How to choose the right apartment community
- Contact information for local moving companies and U-Haul trucks.
- Where to get the cheapest moving supplies, including colored stickers. (Give each new room a color, such as yellow for kitchen, green for the living room, etc. Apply colored stickers on the boxes.) When I went to Google.com and typed "Colored Moving Labels" in the Search bar, 39 million results came up (no kidding). Here are two companies who have these labels:

www.tagaroom.com has labels specifically for apartments for \$5.89 for a 60-pack. But the group pricing is pretty cheap if you want to invest in these in bulk for future residents:

\$5.89 - Single Pack • \$95.76 - 24 Pack - \$3.99/pack • \$193.68 - Case (72 Packs) - \$2.69/pack (Price breaks are given to those ordering 3 or more cases).

I laughed when I saw instead of "add to cart" they have "add to truck" for their shopping cart. Based in San Antonio, the phone number: 1-800-259-6683 • or locally, 210-564-0147. They also have labels if you are moving your office, or things for storage, or hosting a garage sale (Garage Sale Day is August 11th).

The Container Store (www.thecontainerstore.com) also sells moving labels (60 for \$4.99) if you are a Container Store fan. Or call 1-888-CONTAIN (266-8246).

- eBook or eChecklist with information on whatever your future customer would be interested in.

Can't do it cold turkey? What if just ONE night a week you turned the TV off?

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Social Media tips, trends and updates

Be where it matters to your customers!

Being Everywhere is Easier Than Ever but is it Best for Your Business?

First there was Facebook and Twitter. But now we have Google+, LinkedIn, Facebook, Pinterest and Twitter - not to mention Foursquare, Yelp and Instagram. Who knows what's next!

The old idea of "be everywhere" is quickly being replaced with "be where it is best for your business." Find out what your customers are using and how they are finding you. Then spend more time on that platform or method (and it may not be Facebook).

Be where your customers are. There is too much to keep track of these days to be "a little good in a lot of places." Excel and dominate in one area for max effectiveness.

Two Cool Things for all of our Facebook Lovers:

#1 Hyperalerts.no

...is a site where you can have new Facebook posts emailed to you from your favorite FB pages. I set up a free email account on AOL and have all of the posts I want to read sent there. When I have time to read them, I just go to that email address.

#2 Top 75 Apps for Enhancing Your Facebook Page

www.SocialMediaExaminer.com/facebook-apps

These apps allow you to customize your landing tabs, add your blog, add videos and photos, add chat, add polls, contests, geolocation, scheduling, email, ecommerce and much more.

"The amount a user shares today is twice the amount they shared a year ago."

– Mark Zuckerberg

(founder of Facebook, est. worth in 2011 was \$17.5 billion... With the IPO, \$28 bbbbbbillion!)

Be aware that twice as many people are going to see what you send out today – and who knows how many more of your emails will be forwarded and your Facebook posts shared.

We've already noticed this in the R&R free eNewsletter — more and more people are forwarding our eNews than ever before. R&R's eNews is better than ever (-) but it seems it is easier for a manager or Regional to read it and then forward the eNews rather than recount some of the strategies at the next meeting or on the phone.

Keep this in mind when designing all "contacts" with prospects and residents, especially if it is something sent electronically. If it is good (or bad), more people than you might expect will see it.



Starbucks has some neat promotions for leasing & retention as well as to reward team members.

You can send an e-gift card for \$5 and up – this is a cute way to

- thank a prospect for visiting .
- thank a team member for a job well done.
- thank a resident for renewing his/her lease.
- these are even cute to send to apologize to a resident for a maintenance/service mix up.

As Starbucks says, "Send Starbucks Cards electronically for a fast and budget-friendly delivery option." We like these in that they are immediately delivered. Here is the exact web address:

www.starbucks.com/shop/card/egift

Also available: Personalized Corporate Cards with your logo on them! If you would prefer to hand out gift cards in person, Starbucks can help you out here too. For more info, go to www.starbucksclubcard.com or call 1-800-611-1669.

Note: We don't receive compensation from Starbucks — we just like these options! We send the e-cards out on a regular basis since they are so easy to do, and it's something pretty much everyone appreciates!

We gave these e-cards out to our seminar attendees in Denver.

Thank you
so much for
attending Denver
All Stars!



Have a fancy
coffee drink on us!



We love our
audience!

~Mindy, Kate, Lisa
and Pete

JCPenny's New Sales Strategy "Every Day Pricing"

Every day pricing now means everything is 40% off. Ron Johnson (the dude behind Apple Stores success) is now in charge and is making new strides in the retail industry.

To entice folks to come in, the retailer will pick items to go on sale each month for a "Month-Long Value." For instance in February they offered jewelry at a discount for Valentine's Day. Clearance items will be featured during the first and third Friday of every month when many Americans get paid. Those items will be tagged "Best Prices," signaling to customers it's the cheapest price. (We were particularly excited to see this idea... as we presented it in R&R years ago... since most people pay their bills with their first paycheck, your leasing specials should be the third week of the month when folks are more likely to have money for a deposit/ credit check, etc.) JCPenny is also saying,



- No more \$19.99, but rather \$19 or \$20. (What's your perception, does \$19.99 sound cheaper to you than \$20?)
- The company also plans to open areas in all stores called Town Squares, a place that will offer services and expert advice, similar to Apple's Genius Bars.

Most people pay their bills with their first paycheck, so make sure your leasing specials are on the third week of the month -- to draw more people in -- and when your future customer is more likely to have money for a deposit/ credit check, etc.).

leasing

Quick Fix for Interesting Models

Buy Room Makeover Kits

For about \$70, you can make your model more interesting. I just did a Google.com search for "Room Makeover Kits" and the search resulted in many different types of kits with removable stickers. Just stick the jumbo wall decals throughout the room, and BOOM you have a fresh look to the room.

What do you want your place to look like? Jungle Safari • Undersea Adventure • Disney Themes ... This is a relatively inexpensive way to liven things up in your models, as well as gives you a conversation starting point with prospects. Amazon.com has a ton — mainly for unique bathrooms and kids' rooms.

Word *of* MOUTH MARKETING

... is really just a fancy name for Asking For Referrals! And referrals are the fastest and easiest ways to fill the house. Here are some quick ways you can start the buzz about your apartment community.

10 Ideas to Start Your Word of Mouth Marketing Campaign

1. Tell your friends and family to let folks know your apartment community is the best – because it comes with YOU!
2. Send folks an email reminder after a few weeks. Include a joke or something memorable in the email. See the sidebar for some eye-rolling groaners. →
3. Take a fresh look at your Facebook, Google+, LinkedIn, and Twitter pages. Make sure your customers are on the same platform you are. It doesn't make sense to spend a ton of time on your Facebook page when all of your residents use LinkedIn.
4. Make sure what is really, really great about your apartment community is obvious – in everything you and your team does and say. Make sure the first thing a resident talks about when speaking of your apartment community is this thing (There is wireless Internet everywhere, even the bathrooms, and it is lightening fast.).

Joke it Up!

I wondered why the frisbee was getting bigger, and then it hit me....

Men are like bank accounts. Without a lot of money, they don't generate much interest.

A day without sunshine is like night.

42.7 percent of all statistics are made up on the spot.

He who laughs last; thinks slowest.

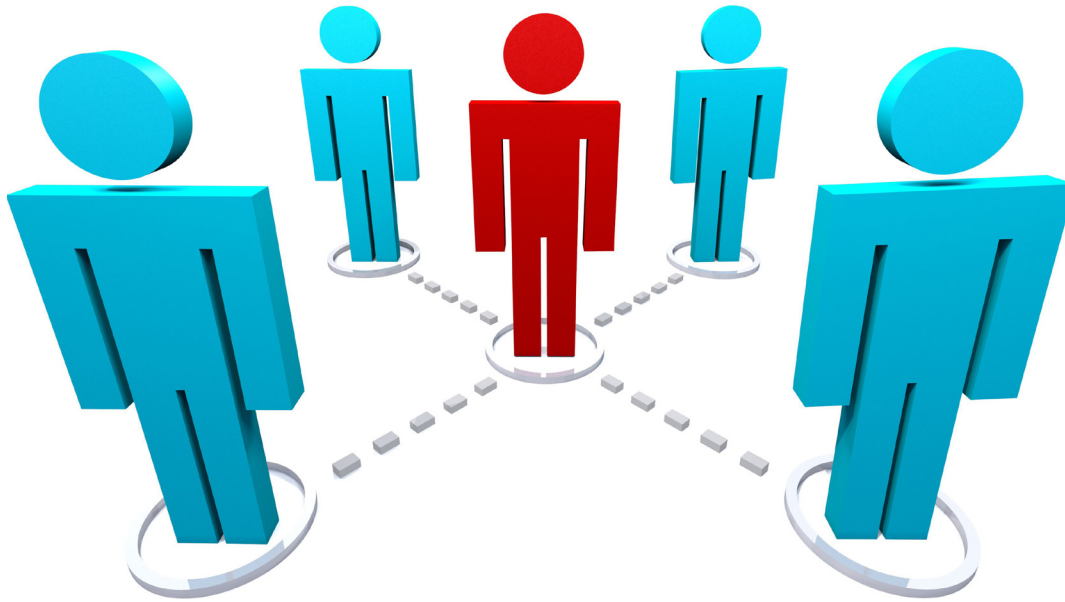
I went to buy some camouflage trousers the other day but I couldn't find any.

If you think nobody cares, try missing a couple of payments.

Hard work pays off in the future. Laziness pays off now.

Light travels faster than sound. That's why some people appear bright until you hear them speak.

Remember, half the people you know are below average.



5. When someone asks you about what's great about your apartments or company, know what you're going to say. Memorize what you plan to say, and make it interesting by using descriptive words.
6. What's your reputation? Bozutto Management in Maryland addresses online reviews head on. Check out what people are saying about your community and make sure it's good – or if a problem, resolved satisfactorily.
7. Ask your happy customers if they can be contacted for a referral (or reference). We find we are buying more and more products based solely on the customer reviews and "star ratings" on Amazon.com.
8. Is it easy for customers to find you? Can they easily realize why your community is the best?
9. Offer something on your website or for touring or after making the initial contact with you that is a useful tool for them. Our eBook idea on page 5 is a great one to use.
10. Sell responsibly. The best idea is to be honest in your selling. We've all been sold something that didn't live up to the product or salesperson's claim. What a bad taste that leaves in your mouth! Each dissatisfied customer tells a whole bunch of people – with the internet it's that much easier to spread the crummy word. Find something YOU feel great about your apartment community, and sell it from that good feeling.

"Marketing is not something you do to customers; it's a service you do for customers — the service of helping them make better decisions more easily." -George Silverman

Selling Without *Concessions*

By Mindy Williams

Good selling techniques are crucial to closing the deal. Some people are born salespeople, but the rest of us must develop skills. Luckily, there are some easy strategies that can make a big impact on your sales.

Overcoming objections

Successful salespeople know that people believe their ideas more than yours. How can knowing this help you as a salesperson?

The key is to get people to doubt their objections. For example, if a prospect says the master bedroom is too small, figure out what that means—what is it too small for? Then determine if the master bedroom really is too small, or if there is a way to make it work for the prospect.



To create doubt about prospects' objections, be confident and ask the right questions. Follow three simple steps so you're ready when showing an apartment:

1. Write down common complaints. What objections do you hear the most often? Write them down and list reasons why people commonly say them. Be honest. Are your master bedrooms really too small? Are your competitor's master bedrooms bigger? When you know the reasoning behind an objection, you can overcome it.
2. Prepare questions. For each commonly-heard objection, write out questions that will help you uncover the "why" for that objection.
3. Attack issues head on. This is especially important if the objection is valid. "I understand how you feel. Others have felt the same way. But our residents have found that ...
... they spend most of their time in the living room, so in this case, master bedroom size does not matter."
... they spend evenings and weekends at the local gym."

Know your product, so you can anticipate objections in advance. Approach objections in a matter-of-fact manner, and ask smart questions to determine the real reason behind the objections. Help prospects see the reality of their objections and if they are really reasons not to live at your apartment community.

Closing the sale

Feeling comfortable with closing is another key to sales success. There are a number of closing lines you can use to create urgency or sway a prospect. Practice the following lines and see which ones feel best to you:

Creating urgency:

- “Our rents are increasing on the first. Will you be deciding by then?”
- “Let’s just take the apartment off the market until 3 p.m. tomorrow. Visit us any time before then, and we’ll show you your new home.”
- “I know this apartment is exactly what you are looking for, but if you need to think about it, why don’t you go to (direct the client to a fabulous restaurant nearby), have lunch, make your decision and come back? (After they have viewed your amazing apartments and sampled the fabulous local cuisine, they won’t want to go anywhere else!)”
- “This is the last day before the price goes up.”
- “I have just one left of that type.”
- “This is the only apartment in that style that I have. The next available one will be in ____ (month/months).”
- “This style is very popular and rarely becomes available.”
- “I can hold it until tomorrow morning if you like—this style is going fast, and I don’t want you to miss out.”

Comparing properties:

- “Let me show you a side-by-side comparison chart of our community versus the others in the area. That will give you a good visual for your comparison shopping.”
- “On a scale from 1-10, how do we compare to what you have seen/or what you had in mind?”

Overcoming objections:

- “Your sofa won’t fit here? Let’s figure this out!”
- “Is there anything that is important to you in an apartment that I have not shown you yet?”
- “It may not be exactly what you had in mind, but since it’s our only one, why not take a look at it?”

Assuming the sale

- “Did you like the first or the second apartment best?”
- “Which apartment did you decide on?”
- “I have a great crew that lives on the property. I’d love to have you as my neighbor.”
- “Let me show you our terrific moving guide that will help make your move here even easier.”
- “Ok, let’s discuss the best location for you in the community!”
- “Do you like the (garden, third floor) one best? I want you to meet the entire staff, so you personally know the people who will take care of you.”

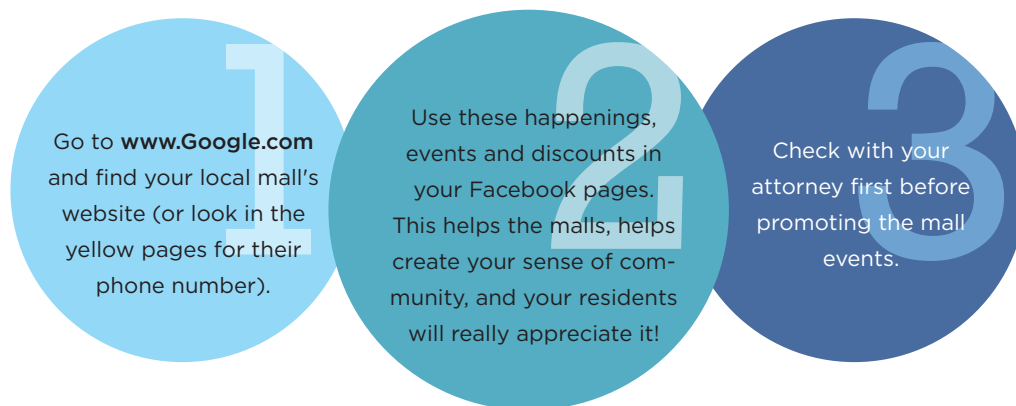
By overcoming objections and creating urgency to close the sale, you’ll see your sales grow in no time!

What's Your Local Mall Up To That You Can Piggyback With?

Looking for helpful things to post on your community's Facebook Page or Resident Newsletter? You've found it!

When researching material for a speech in Denver, I was shocked and wonderfully surprised at this discovery: All of the shopping malls had pretty detailed websites.

But here is the best part — All of the mall websites offered promotions and event happenings for their stores. This is perfect for every property management professional! Here is what you do:



Here is what was happening at some Denver malls, just to show you how cool your FB posts can be:

Park Meadows Mall (www.ParkMeadows.com):

Trip to Hawaii giveaway and college students and teachers save 15% with a school I.D.

Southwest Plaza (www.SouthwestPlaza.com):

Free Smartphone with Purchase at Piercing Pagoda and free photos with the Easter Bunny.

Cherry Creek (www.shopCherryCreek.com):

The Walking Company has 50% off slippers and the Hallmark Store has 40% off everything.

P.S. Most Pottery Barn Kids stores nationwide have a Weekly Book Club for the kiddos every Tuesday at 11am.

Chicago's O'Hare Airport Creates Urban Garden

resident retention



Tower Gardens are being used at the first-of-its kind urban garden at O'Hare International Airport in Chicago — allowing four airport restaurants to serve food grown only a few feet away. Apartment communities can do this too!

We love this idea so much we started selling the Tower Gardens ourselves. Go to www.RentandRetainLovesJuicePlus.com for more information.

Tower Garden® Growing System

The Tower Garden® Growing System comes with everything you need to start growing vegetables, herbs, and fruits at home — including our specially formulated plant food and gourmet seeds. This aeroponic 5-foot-tall vertical garden allows you to grow up to 20 plants in less time than it takes in soil.

Product Benefits

- Soil-free system means there is no weeding, tilling, kneeling, or getting dirty
- Fits easily on urban patios, decks, porches, balconies, terraces, or rooftop gardens
- Grows many fruits and almost any vegetable, herb, or flower
- Purchase an add-on kit and grow up to 28 plants in one Tower

- Uses less than 10% of traditional growing nutrients & water
- Can produce crops in less time than it takes to grow in soil
- Extends the growing season in colder climates with a submersible heater (purchased separately)
- Made from USDA-approved, UV-stabilized, food-grade plastic.

Go to
www.RentandRetainLovesJuicePlus.com
for more information. We love the
Juice Plus Gummies too — getting
our daily dose of fruits and veggies in
four bites! Too cool and easy.

Would **BINGO** work at your senior community?

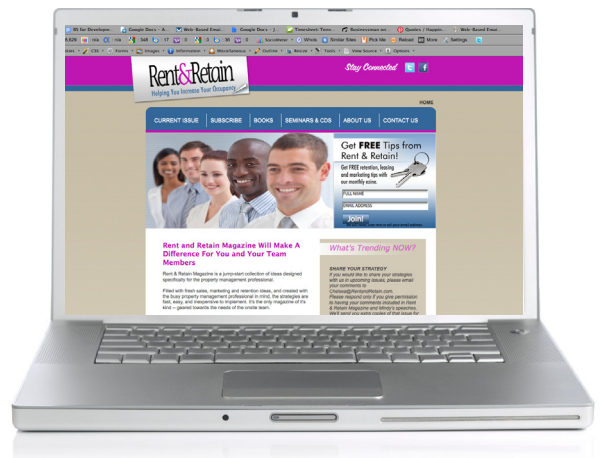
At our property we have bingo every week, and it really goes well. We buy cute inexpensive items from the Dollar Store, even household items. Our seniors love it. We can't get them to stop playing BINGO! We provide a few snacks and make tea. Another activity we do once a month is our senior luncheon. We



cook one healthy entree and they bring the side dishes. We have also had an Elvis impersonator come out one night and they had a blast. Next is the cook off idea from the last issue of R&R! -Scott Turner

Does Your Convention and Visitors Center Have a Website?

Many cities' Visitors Centers have lists of free things to do on their websites. For example, Denver's has 50 Free things to do in the Summer and 50 Free things to do in the Fall posted on their website. Here is the summer list:



www.denver.org/what-to-do/50-free-summer-activities

These are great lists to include in resident newsletters, Facebook pages, and to discuss with prospects. Go to www.Google.com and type in "free things to do in X City."

SUMMER SAYINGS & TAGLINES

For your ads, Craigslist, marketing materials, newsletters, Facebook, team member motivation-notes, and to attach to any candy for a leasing or resident retention promotion.



ad copy

anchors away

ahoy maties

anchored with love

banner

beautiful

bright

champion

captain at the helm

come sail away

cruisin' along

cruising

chic

complete

don't give up the ship

elegant

elite

excellent

exclusive

fashionable

fantastic voyage

fine-spun

finest

first-class

great

independent

magnificent

outstanding

pleasant

posh

prime

rare

rarefied

select

selective

shipshape

splendid

superior

swank

terrific

tip-top

top quality

top-drawer

topflight

top-notch

...living.

USE NEW WORDS IN ADS

As you jump into summer advertising, add sizzle to the words you use to describe your community. Be different and stand out!

Essential Elements of a Powerful “Elevator Pitch”

By Jackie Ramstedt



Almost every day someone asks you “So, what do you do for a living?” and we struggle to say something either very “clever and colorful” or “dull and vague” about your job in the property management business.

Instead of your canned response, try using the concept of an “elevator pitch” to explain who you are and what you do to help you to have a more impressive response. It will give the person asking a better understanding of what you do, which can build interest for further discussions.

This is especially true for a sales or marketing consultant attempting to peak a prospect’s curiosity to begin opening up for a conversation. This conversation should only be about 3 sentences long and under 2 minutes to explain.

Three simple steps will get you started: begin with ...

1. Asking a question – “Do you know how many millions of people search the Internet every day using key words to find exactly what type of apartment home they are looking for?”
2. Say what it is you do – “Well what I do is to help find those key words or phrases that match our community and create ads for our marketing campaigns for our company”.
3. List the main benefit you bring – “This helps to save people time by bringing targeted leads directly to our community.”

Here are some tips to consider when creating your Elevator Pitch....

1. Concise. Your pitch should take no longer than 30-60 seconds.
2. Clear. Use language that everyone understands. Don't use fancy words thinking it will make you sound smarter. Your listener won't understand you and you'll have lost your opportunity to hook them.
3. Powerful. Use words that are powerful and strong. Deliver the “punch” to grab their attention!
4. Visual. Use words that create a visual image in your listener’s mind. Paint those emotionally-connected pictures!
5. Tell a Story. A good, short story is essentially this: someone with a problem either finds a solution or faces tragedy. Either type of story can be used to shed light on what you do.
6. Targeted. A great elevator pitch is aimed for a specific audience. If you have target audiences that are really different, you might want to have a unique pitch for each.
7. Goal Oriented. A really good elevator pitch is designed with a specific outcome in mind. What is your preferred outcome? You may have different pitches depending on different objectives. For instance do you want to: close the sale, gain a new prospect, enlist support for an idea, or gain a referral?
8. Has a Hook. This is the element that literally snags your listener's interest and makes them want to know more. This is the phrase or words that strike a chord in your listener: “personal, homey, value, economic, eco friendly...”

Remember, when the competition is strong, the only thing that separates you from others is your ability to sell yourself and gain credibility fast with a first-class Elevator Pitch!

Jackie Ramstedt, CAM, CAPS, CAS

www.JackieRamstedt.com • Jackie@JackieRamstedt.com • 800.925.5169

Z107.3 has our business!

www.wbzn-fm.com is a really neat Radio Station in Brewer, Maine. Their best "bit" — The Impossible Question where they ask a question and listeners need to guess what the Impossible Question's answer is. Here are a few of our favorites — with R&R input on how to use these answers to help you lease apartments and retain residents. If in Maine, tune in to Z107.3!

03/21/12 IQ: 90% of us don't have the patience to do this.. Listen to messages on voicemail.

R&R: Don't leave long messages and figure out the best way to get a message to someone (Facebook, email, text, etc.)

12/12/11 IQ: Millions of people begin these every day but never finish them.. Crossword puzzles.

R&R: Put the answers to the newspaper's Crossword Puzzle on your Facebook Page

12/07/11 IQ: In the U.S. every year, people spend over \$8 million dollars to improve this part of themselves.. their breath.

R&R: Have breath mints in the office

12/01/11 IQ: 82% of us will buy this over the holidays.. Scotch tape.

R&R: Offer free rolls of tape to residents during the holidays

11/01/11 IQ: Many people who own one, don't use it because they don't believe it works the way its supposed to.. a dishwasher.

R&R: Make sure folks know how to use this valuable amenity. What a shame to have one and not use it!



10/24/11 IQ: The #1 compliment a woman wants to hear.. You have a nice smile.

R&R: Great tip on what to say when meeting a lady in any situation for the first time

10/17/11 IQ: 69% of employers say they have rejected a job applicant because of this.. their Facebook page.

R&R: Oops! What does your FB page say about you?

10/10/11 IQ: It's the last thing 20% of Americans do before going to bed.. Text.

R&R: Losers! :-)

09/15/11 IQ: Due to the pooreconomy, sales of these have increased.. Lottery tickets.

R&R: Give to prospects and residents as prizes

09/08/11 IQ: It's the #1 reason women stopped going to the gym.. messes up their hair.

R&R: Ha ha!

06/21/11 IQ: The average American has 13 of these. Canadians have twice as many.. Vacation days.

R&R: To all of our Canadian subscribers -- you have the right idea!

Zig On...

Using **YOu** **ur** *Time*

By Zig Ziglar

I'm frequently asked how I can be so productive in the business world and still have time for my personal and family life. The answer is that during my frequent travels I am an absolute "workaholic." When I get home I am then free to do things with my family and enjoy my personal life.

As I write this, I'm returning from a speaking engagement in Memphis. On the flight to Memphis I spent the entire time planning the presentation I was going to make. While there I was busy but still managed to read for an hour before bed. On the return trip I wrote notes for articles. I started dictating this article before I left Dallas and later gave it to my Executive Assistant, Laurie Magers. On the way home I stopped by my office, picked up my mail and headed home to take my wife to lunch. After lunch my son and I, along with a friend, played 18 holes of golf. After the golf game my wife and I had a long, quiet dinner, during which she had my undivided attention.

I give you these details to emphasize the fact that concentrating on my profession (job) when I'm away from my family enables me to focus on my family when I'm with them. This approach allows me to be more effective in both areas. It will do the same thing for you. Roger Staubach told me that he made his best grades at Annapolis during football season. His time was so limited because of football that he quickly learned to utilize every moment and focus on the task at hand to reach his objectives and to maintain his standing at Annapolis.

Buy this approach and I will SEE YOU AT THE TOP!

Zig On... What Is Success?

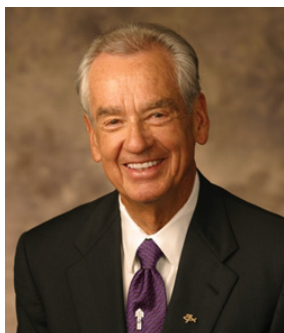
By Zig Ziglar

Very frequently I'm asked to give my definition of success. Here is one of my responses: I believe success is getting a reasonable number of the things money will buy and all of the things that money won't buy. (People who say they're not interested in money will lie about other things, too!)

I confess that I like the things money will buy. I like to live in a nice house, drive a nice car, wear nice clothes, belong to the country club, play on beautiful golf courses, travel to nice places, take my family out for relaxing dinners. I like all of those things, but I love the things that money won't buy. Money will buy me that house, but not a home. It'll buy me a companion, but not a friend. It will buy me pleasure, but not happiness. Money will buy me a bed, but not a good night's sleep. It will buy me a good time, but not peace of mind.

I'm grateful for the fact that I have many of the things money will buy and all of the things that money won't buy. I know many other people who can make the same statement. I mention that only to say that these things are available and, by following the right procedures, playing by the rules of the

game, and dealing with all phases of your life, you can have them all. That's exciting! I encourage you to buy into the total success concept and I will SEE YOU AT THE TOP!



Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at www.ziglar.com

fast things learned

july

Air-Conditioning Appreciation Days
(7/3 to 8/15)
Cell Phone Courtesy Month
Family Golf Month Link
Mango and Melon Month Link
National Grilling Month
National Hot Dog Month

National Ice Cream Month
National Make A Difference to Children
Month
National Recreation & Parks Month
Freedom From Fear of Speaking Month
Women's Motorcycle Month
National Blueberries Month
National Anti-Boredom Month

Week 1 International Chicken Wing Week
Week 2 National Baby Food Week
Week 3 National Independent Retailers Week
Week 3 National Zoo Keeper Week
Week 4 Garlic Days: 27th- Aug 2nd
Week 4 Single Working Women's Week

SUN

MON

TUES

WED

THUR

FRI

SAT

U.S. Postage
Stamp Day
Creative Ice
Cream Flavors
Day
International
Joke Day

1

I Forgot Day
Made In The USA
Day
World UFO Day

2

Compliment Your
Mirror Day
Disobedience Day
Stay out of the
Sun Day

3

Fourth of July or
Independence
Day
Indivisible Day
National Country
Music Day
Sidewalk Egg
Frying Day- Hm-
mmm, I wonder
why!?!

4

Bikini Day
Work-a-holics Day
Earth at Aphelion

5

Take Your
Webmaster to
Lunch Day
National Fried
Chicken Day
International Kiss-
ing Day or World
Kiss Day

6

Father-Daughter
Take A Walk
Together Day
Global
Forgiveness Day
Tell The Truth Day
Chocolate Day

7

SCUD Day (Savor
the Comic, Un-
plug the Drama)
Video Games Day

8

Martyrdom of The
Bab
International Town
Criers Day
National Sugar
Cookie Day

9

Don't Step On A
Bee Day
Piña Colada Day
Teddy Bear Picnic
Day

10

Bowler's Day
Slurpee Day
World Population
Day

11

Different Colored
Eyes Day
Pecan Pie Day

12

Embrace Your
Geekness Day
National French
Fries Day
Collector Car
Appreciation Day

13

Bald In-Bald Out
Day
Bastille Day
Cow Appreciation
Day

14

Gummi Worm Day
National Ice
Cream Day
Tapioca Pudding
Day

15

Global Hug Your
Kid Day
National Get Out
of the Doghouse
Day

16

Yellow Pig Day
Peach Ice Cream
Day

17

International
Mandela Day
National Caviar
Day- something's
fishy here

18

Get to Know Your
Customers Day
National
Raspberry Cake
Day

19

National Lollipop
Day
Moon Day
Ramadan
Ugly Truck Day-
it's a "guy" thing

20

Legal Drinking
Age Day
National Hot Dog
Day
National Junk
Food Day
Toss Away the
"Could Haves"
and "Should
Haves" Day

21

22
Hammock Day
Parent's Day
Rain Day
National Lasagna
Day

29

23
Vanilla Ice Cream
Day
Gorgeous
Grandma Day
Paperback Book
Day
Father-in-Law
Day

30

24
National
Drive-Thru Day
Tell An Old Joke
Day
Mutt's Day

31

Thread The
Needle Day
Culinarians Day
Carousel Day or
Merry-Go-Round
Day

25

All or Nothing
Day
Aunt and Uncle
Day
National Chili Dog
Day

26

Take Your House-
plant For A Walk
Day
Walk on Stilts Day
Lumberjack Day

27

Buffalo Soldiers
Day
National Day of
the Cowboy
National Milk
Chocolate Day

28

SUN

Peach Month
American Adventures Month
Family Fun Month
National Eye Exam Month
National Picnic Month
National Water Quality Month

MON

Week 1: Nat'l Simplify Your Life
Week 2: Rock for Life Week
Week 2: Exercise With Your Child Week
Week 2: Exhibitor Appreciation
Week 3: Nat'l Scrabble Week
Week 4: Be Kind To Humankind

TUES

WED

Girlfriend's Day
Respect For Parents
US Air Force Day
World Wide Web Day

THUR

National Ice Cream Sandwich Day

FRI

Watermelon Day
Braham Pie Day

SAT

Coast Guard Day
National Chocolate Chip Day
Single Working Women's Day
National Mustard Day

1

2

3

4

International Beer Day
Assistance Dog Day
Friendship Day
National Kids' Day

5

Hiroshima Day
National Fresh Breath Day
Wiggle Your Toes Day

6

Lighthouse Day
Professional Speakers Day
Purple Heart Day
National Night Out

7

Happiness Happens Day
Sneak Some Zucchini Onto Your Neighbor's Porch Night
The Date to Create

8

International Day of The World's Indigenous People
Book Lover's Day

9

Smithsonian Day
S'mores Day
Lazy Day

10

Kool-Aid Day
National Garage Sale Day
Presidential Joke Day
Son and Daughter Day

11

IBM PC Day
International Youth Day
Sewing Machine Day
Vinyl Record Day

12

Left Handers' Day

13

National Navajo Code Talkers Day
National Creamsicle Day
V-J Day - which date do you mark the end of WWII?

14

Best Friends Day
National Relaxation Day
Feast of the Assumption
World Youth Day

15

National Airborne Day
National Tell a Joke Day

16

Meaning of "Is" Day
National Thrift Shop Day
Hug Your Boss Day
Men's Grooming Day

17

(World) Daffodil Day
Bad Poetry Day
Serendipity Day
International Geocaching Day

18

"Black Cow" Root Beer Float Day
Aviation Day
World Humanitarian Day

19

Cupcake Day
International Homeless Animals Day
National Radio Day

20

Poet's Day
Senior Citizen's Day
Ecological Debt Day

21

Be an Angel Day
National Tooth Fairy Day
Southern Hemisphere Hoodie Hoo Day

22

Valentino Day
Day For The Remembrance of The Slave Trade & Its Abolition
Ride the Wind Day

23

National Waffle Day
Pluto Demoted Day
Vesuvius Day

24

Kiss and Make Up Day
National Second-hand Wardrobe Day
International Bat Night

25

National Dog Day
Women's Equality Day

26

Global Forgiveness Day
Just Because Day

27

Crackers Over The Keyboard Day
Race Your Mouse Around the Icons Day
Radio Commercials Day

28

International Day Against Nuclear Tests
More Herbs, Less Salt Day
National Sarcoidosis Awareness Day

29

National Holistic Pet Day
National Toasted Marshmallow Day
Frankenstein Day

30

Love Litigating Lawyers Day
National Trail Mix Day

31

SUN

MON

TUES

WED

THUR

FRI

SAT

Apple Month Link
Baby Safety Month
Backpack Safety America
Month
Childhood Cancer
Awareness Month
Classical Music Month
Happy Cat Month
National Blueberry Popsicle
Month

Hispanic Heritage Month
National Coupon Month
National Courtesy Month
National Organic Harvest Month
National Preparedness Month
Healthy Aging Month

Week 1: International Enthusiasm Week
Week 1: National Waffle Week
Week 2: National Assisted Living Week
Week 2: National Assisted Living Week
Week 3: Prostate Cancer Awareness Week
Week 3: National Love Your Files Week
Week 4: National Dog Week
Week 4: Remember to Register to Vote Week

Building and Code
Staff Appreciation
Day

National No
Rhyme
(Nor Reason) Day

Bison-ten Yell Day

1

National
Beheading Day

Labor Day
Skyscraper Day

Newspaper
Carrier Day

Another Look
Unlimited Day

Be Late For
Something Day

Cheese Pizza Day

Fight
Procrastination
Day

Read a Book Day

Salami Day

National Lazy
Mom's Day

Neither Rain nor
Snow Day

Google
Commemoration
(Founded) Day

International
Literacy Day

Farmers'
Consumer
Awareness Day

World Physical
Therapy Day

2

3

4

5

6

7

8

Wonderful
Weirdoes Day

Grandparent's
Day

National Hug Your
Hound Day

Swap Ideas Day

National Boss/
Employee
Exchange Day

Sewing Machine
Day

National Day
of Service and
Remembrance

Patriot Day

911 Remembrance

Make Your Bed
Day

Video Games Day

Chocolate Milk
Shake Day

International
Chocolate Day

Kids Take Over
The Kitchen Day

National Celiac
Awareness Day

National Peanut
Day

National Kreme
Filled Donut Day

Stand Up To
Cancer Day

Responsible Dog
Ownership Day

Greenpeace Day

International Day
of Democracy

International
Coastal Cleanup
Day

9

10

11

12

13

14

15

Mayflower Day

Stepfamily Day

Collect Rocks Day

Mexican
Independence
Day

Citizenship Day

Constitution Day

National Apple
Dumpling Day

Rosh Hashanah

Chiropractic
Founders Day

Hug A Greeting
Card Writer Day

National Respect
Day

National
Cheeseburger
Day

National
Butterscotch
Pudding Day

National Women
Road Warrior Day

Talk Like A Pirate
Day

National Punch
Day

International
Peace Day

World's
Alzheimer's Day

Miniature Golf Day

World Gratitude
Day

American
Business Women's
Day

Car Free Day

Ice Cream Cone
Day

International Day
of Peace

16

17

18

19

20

21

22

23

Restless Legs
Awareness Day

National Mud
Pack Day

Family Day - A
Day to Eat Dinner
With Your Kids

National Cherries
Jubilee Day

Punctuation Day

National One-Hit
Wonder Day

Yom Kippur

National Woman
Road Warrior Day

National Women's
Health & Fitness
Day

Johnny
Appleseed Day

World Maritime
Day

Ancestor
Appreciation Day

Google's Birthday

World Tourism
Day

National Good
Neighbor Day

Ask A Stupid
Question Day

National Walk To
Work Day

Native American
Day

National Coffee
Day

Family Health and
Fitness Day

National Museum
Day

30

24

25

26

27

28

29



DAYS & DAYS

of fun leasing & resident retention activities

Fast, easy and inexpensive ways to lease apartments, motivate residents, excite prospects and allow YOU to have fun at work. by Chelsea Brock

july

Air-Conditioning Appreciation Days (7/3 to 8/15)

A/C is one of your greatest amenities to promote this summer. With the hottest days of summer being right now, it's no wonder that July 3 - August 15 are known as the Air-Conditioning Appreciation Days.

Use A/C to sell your apartments.

- count up the number of hours your residents went with uninterrupted air conditioning last summer (especially good if your competitor's breaks OR if your competitor does not have a good service team).
- change the air filters in apartments. This is a great way to have service techs have a quick look-see at the units, and keep utilities at a minimum cost.
- how many hours of technical training your service techs have received for the HVAC units is a SUPER way to sell service.
- give ceiling fans as a leasing or renewal promotion. The fans keep air moving, so residents feel cooler and can cut back air conditioner use.
- upgrade apartments with programmable thermostats to automatically increase or decrease temperatures during the day or night to suit residents' lifestyles and reduce energy cost.
- Good Facebook or resident newsletter tip: Avoid using the oven during the day. Run the dishwasher, washing machine and dryer in the evening, when electricity rates may be lower and heat from those appliances won't increase the demands on your air conditioner.
- Upgrade shades, blinds, or curtains to keep sunlight out of the apartments. Can a local curtain store offer discounts to residents during the month of July?

Hot-Diggity-Dog!



**NAT'L
HOT DOG
MONTH**

What better month is there than July to celebrate hot dogs? After swimming all day to keep cool from the hot summer sun, who doesn't want to bite into a plump, juicy all American favorite? Visit www.foodservicedirect.com to buy hot dogs and buns in bulk. This is a great time to have a community BBQ for new residents. Costco also has great prices for your hot dog party – and I bet your local grocery store would give you a discount in return for promotion.

Lacking in time? Try another spin on this month and offer collapsible dog water bowls for pets! The “hot dogs” won't be so hot after a refreshing drink from their water bowl. OfficeDepot.com, Amazon.com and tons of other sellers offer collapsible water bowls and pop up bowls for pets that collapse flat for storage or travel. These are perfect for pet walks! Cost ranges from \$3 each - \$10 each. Can your promotional items company give you a better deal on these and put your logo on them?

1ST U.S. POSTAGE STAMP DAY

With all of the advances in technology such as texting, e-mailing, and Facebooking, snail mail has practically become extinct. Sometimes we forget the magic of receiving a letter in the mail from that special someone.

For U.S. Postage Stamp Day, head to the nearest post office, pick up some pre-stamped envelopes, and have them readily available in the office for purchase. A great marketing technique is to also set out stationary or postcards with your company's logo on them for residents to use (include your USP at the bottom of them – your Unique Sales Position – detailing what makes your apartment community great).

3rd STAY OUT OF THE SUN DAY

The mid-summer sun's harmful rays are notorious for causing painful sunburns. Give away company-logoed sunscreen, hats, t-shirts, sunglasses, or anything that can protect your customers from the sun. Check out www.absolutemadpromotions.com for some skin-protecting products. These can be used as leasing promotions, renewal promotions, or for team members.

Here's an idea for all ages and types of residents: Include some indoor activity ideas in your upcoming newsletter or Facebook page. Host a mock rainy day and show a good movie. Host a Family Fun day with a game of Checkers, Monopoly, Life, Chess, Scrabble or Cranium's Hulabaloo.



Three cheers for the red, white, and blue!

There are so many great ideas for America's Independence Day.

- If your community has a pool, throw a pool party.
- As a treat for the kids, purchase some inexpensive red, white or blue pool toys such as water noodles, beach balls, inner tubes, squirt guns, etc. from Walmart or Target.
- Have a three-legged race.
- Kids love sidewalk chalk. How about setting up an area where kids can participate in a "best firework show" drawing contest.
- Organize a potluck for residents.
- Be sure to play patriotic songs such as "The Star Spangled Banner" throughout the day.
- Hand out miniature American flags for people to wave around and show their patriotism. Sears.com sells a dozen American flags for just over twenty bucks. Oriental.com sells American flags in all sizes and shapes, for all prices.
- Have a "hang an American flag" on your patio or balcony post on your Facebook page.
- The more decorations, the better.

Best Songs To Play (and have a contest on your Facebook page asking residents for their song suggestions).

God Bless the USA Lee Greenwood

Star Spangled Banner

You're A Grand Ole Flag

God Bless America

Stars and Stripes Forever

Boston Pops Orchestra

American Soldier Toby Keith

Small Town John Mellencamp

America Simon & Garfunkel

Living in America James Brown

Salute to the Services CD The Military Band

There are also patriotic songs just for Kids – check with your library to borrow the CDs.

7th TELL THE TRUTH DAY

Today is the day to tell the truth, the whole truth, and nothing but the truth. Ask your residents to fill out an evaluation card of how well they think your team has been running the place. This will give great insight and feedback on how your business is perceived.

Did you know that about 95% of complaining customers will do business with you again if you resolve the complaint instantly?

Here are some example questions:

On a scale from 1-10 (10 being the highest in rating), please rate your satisfaction with our staff and your experience as a resident.

- The service you receive from our staff
- Is our community up to the right standards as pertains to cleanliness?
- How appreciated do you usually feel?
- How would you rate our resident involvement? For example, newsletter, activities, etc.
- Would you recommend our community to a friend?
- Would you like to see anything changed or improved? If yes, please explain.
- Management is flexible and understands the importance of my requests?
- I would like more resident events (list those you would be interested in).

No matter what, ALWAYS allow space for suggestions, concerns, and/or comments. This is the most important part of the evaluation because it is where you will find the most important feedback.

11th National Slurpee Day



This is one of my favorite days. Who can turn down that classic cup of icy, sugary goodness? On 7/11, every year the 7- Eleven franchise gives away 7.11 ounce cups of Slurpees. Customers are free to choose from any of the available flavors. Map out the nearby 7-Elevens and include in the newsletter or on your Facebook page.

If you have extra time on your hands, send the staff out on a mission to pick up some free Slurpees to give to team members. What can you give to your residents that is free and would cause some buzz?

*A day without
laughter is a day
wasted.
-Charlie Chaplin*

15th NATIONAL ICE CREAM DAY

Boy, this month just gets better and better! President Ronald Reagan loved ice cream so much that in 1984, he designated July 15th a national holiday for ice cream. On this day, participating Baskin-Robbins will offer a “Buy One Cone, Get One for 99 cents of equal or lesser value with a printable coupon” from their Facebook page (www.facebook.com/baskinrobbins). Promote this to your residents.

Rather host a free ice cream day event? Head to Costco and purchase a few tubs of different flavored ice cream such as vanilla, chocolate, strawberry, mint, etc. Pick up plastic spoons, bowls, and napkins and serve up the frozen treat to residents. GOOGLE ‘most POPULAR ice creams’ or ask for votes on your Facebook page.

To be spender-friendly, ask around and see if anyone wants to volunteer his/her help with the event. Residents can donate plates, bowls, etc. left over from previous parties of their own. You will be surprised at how much people are willing to help out! If you do this, have a sign up sheet so you know what to buy (or get donated) yourself!

Based on ice cream consumption figures, the top five individual flavors in terms of share of segment in the United States are:

vanilla (27.8%)
chocolate (14.3%)
strawberry (3.3%)
chocolate chip (3.3%)
and butter pecan (2.8%).

Source: The NPD Group’s National Eating Trends In-Home Database



19th GET TO KNOW YOUR CUSTOMERS DAY

Aside from closing the deal with your residents, and seeing a few here and there while in passing, how much do you really know about your customers? “Get to know your customers day” is a great time to learn more about the people living in your community.

Customer Appreciation Suggestions - Make time on this day to mingle with your customers. Have a lemonade or popsicle stand, go to the pool at lunch, meet them at the entrance with snacks, raffle off prizes (or Starbucks coupons, a month free of utility bills, complimentary carpet cleaning, free monthly maid service for a month/year, the list is endless!). You can also:

- Learn residents’ names.
- Follow and friend your customers on Twitter, LinkedIn and Facebook.
- Have a contest for the best suggestion to improve your community or service.

happiness happens *month*

We read an article recently saying that YOU are responsible for creating your own happiness. Happiness isn't like a bolt of lightening where ZAM! you get hit with it. It isn't something you are "lucky" to have. Happiness is something you fight for, plan for, and work to keep.

For yourself, be more aware of what makes you happy and do more things like that. What brings you 'happiness'? And do you have enough of it in your life? Spend a little time with your thoughts and try to put your finger on YOUR definition for happiness. Once you can pinpoint things that make you happy, do more things like that! Smile for a few minutes and try (just try) to feel badly. It's impossible.

Sometimes creating happiness in your life is just opening up some extra time or space in your life. Say NO to some thing or obligation this month and go have some fun with the new-found time.

Next, focus on keeping residents extra happy this month. What can you do/update/show to make residents smile? Keep in mind the colors that yield happiness: Yellows, sky-blues, pinks and other bright colors are great to use when brightening the mood. Sunflowers, roses, pansies, and Gerber daisies make folks smile. Will your landscaper donate some flowers (or can you buy them at cost?).

The Oxford Happiness Questionnaire has some cool questions on their survey to help gauge happiness including:

- I don't feel particularly pleased with the way I am
- I am intensely interested in other people
- I feel that life is very rewarding

- I have very warm feelings towards almost everyone
- I rarely wake up feeling rested
- I am not particularly optimistic about the future
- I find most things amusing.

Take the whole survey at happiness-survey.com/survey/ or post similar questions on your Facebook page.

Design a Happiness Survey Questionnaire for your residents.

Satisfacts.com has developed an incredible system to keep in contact with residents and monitor their happiness levels.

According to Satisfacts website, unresolved issues at move in and not following up after work orders are completed are the #1 and #2 reasons that negatively impact renewals:

#1. Unresolved issues at move-in reduce renewal likelihood by over 25% -- reaching out to move-ins to resolve issues is a practice that does not happen consistently, despite being critical to renewal likelihood.

#2. The #2 issue that negatively impacts renewal likelihood is the office staff not following up on work orders entered as completed -- as with move-in follow up, work order follow up does not occur consistently either.

AUGUST is... NATIONAL WATER QUALITY MONTH

Giving away water bottles on hot summer days is a must. For a super cost-friendly promotion, print out homemade labels with your company's name and tape or glue over the original label. If you have extra time you can get a more professional look by taking off the original water bottle label completely. Water bottles can be purchased in bulk for a low cost of \$3.99 before tax from Costco (Kirkland Signature_Premium Water_35/16.9 oz Item # 10134).

Also check into carbon filters. Mindy had a carbon filter installed here at R&R and we can't believe how great the water tastes. And... the filter cleans out a bunch of minerals and chemicals we don't need to drink anyway. Pretty cool. Maybe a local company can help your residents install filters under their kitchen sinks. A water filter is something most residents won't take with them when they move, and could be viewed as an apartment "upgrade" for the next resident.

NATIONAL FARMERS' MARKET WEEK 5-11

Most towns offer a farmers' market.



This is a market where local crop growers will bring and sell their top produce. The fruits and veggies are of the best, natural quality. Head to your nearest farmers' market and purchase a variety of foods. Offer them to prospective renters. This is a great marketing technique because it shows you care about supporting your community.

NATIONAL SAFE AT HOME WEEK 27-31

To promote the safety of your residents and decrease the chance of injury or harm try out these tips.

- Have staff members visit each apartment to test the smoke detector battery.
- Give first-aid kits to residents (or as an offer to the first 5 people who "friend" you on Facebook or randomly pull five residents' names from a hat). www.firstaid-supply.com currently has a "buy two get one free" deal for their kits.
- Update fire escape routes and post the evacuation plan on each apartment door.

Of course, check with your attorney or insurance provider first.



Create a Facebook, Twitter, or other social network account. This improves your relationship with current residents and helps find new ones. Social networking has become the new way for property managers to get your community's name out into the renting world. Websites such as apartmentguide.com are great for listing the availability of apartments, but now managers are creating a place where residents or future residents can go to find great offers, fun activities, and more.

The most important thing to keep in mind as the Social Media world is popping.... is to be where your residents and future customers are (and it may not be on Facebook). Find out where your residents are spending time and mimic that.

For a list of FIVE Aps for your business' Facebook page, check out www.ecommerce-guide.com/solutions/advertising/article.php/11831_3939791_/5-Facebook-Welcome-Page-Apps-for-Business-Pages.htm.

This is cool for resident satisfaction: UserEcho is a feedback widget that allows you to collect customer responses and ideas. You can respond to your customer feedback, engage

in conversation with customers, broadcast and organize the conversations. UserEcho integrates with Facebook and Twitter.

From the UserEcho website: userecho.com
UserEcho - new way to listen and engage your customers.

243,903 people have submitted 60,515 ideas and cast 1,519,269 votes.

Capture Customers Ideas

Setup simple UserEcho tab widget to collect customer responses and ideas. All you need to do is just copy and paste a few lines of code onto your web site.

Check for important Feedback

Users will vote and choose the best ideas for you. That way you can do the most necessary things for your customers at the moment.

Answer and implement

Respond to your customers' feedback and ideas. Engage them. Let them know you are listening and care.

48% of 18-34 year olds check Facebook right when they wake up. And about 28% of 18-34 year olds check their Facebook from their smartphones before getting out of bed. (Send your messages at 6 a.m. for the best chance of them being read.)

NATIONAL CHOCOLATE CHIP DAY is Aug 4th

Try this guilt-free, Paleo-friendly recipe for chocolate chip cookies from www.primal-palate.com. The Paleo diet, also known as the Caveman Diet (abbreviated paleo diet or paleodiet) is a modern nutritional plan based on the presumed ancient diet of wild plants and animals that various hominid species habitually consumed during the Paleolithic era.

Have the cookies available at the front desk. Don't forget to set out recipe cards!

Ingredients:

- 3 cups Blanched Almond Flour
- 1/2 cup Virgin Coconut Oil, unrefined
- 1/2 cup Pure Maple Syrup
- 2 Omega 3 Eggs
- 1 tsp Baking Soda
- 1 tsp Salt
- 1 tsp Vanilla Extract
- 1 1/2 cups Enjoy Life Semi-Sweet Chocolate Chips

Source: Paleo.com



Process:

- Preheat oven to 375 degrees.
- In a medium sized mixing bowl combine dry ingredients.
- In a small mixing bowl beat eggs, maple syrup, and vanilla extract with a hand mixer.
- Pour wet ingredients into dry and beat with hand mixer until combined.
- Melt coconut oil, pour into batter, and continue to blend until combined.
- Stir in chocolate chips.
- On a parchment lined baking sheet, drop balls of cookie dough, about a tablespoon in size.
- Bake for 15 minutes.

Let cool and serve with a cold glass of almond milk!

NATIONAL KIDS' DAY 5th

Does your community have a playground? Repair any broken or damaged jungle-gym equipment. Sanitize the playground and give the place a facelift. Paint any rusted or dull pieces. Does the swing set have any unwanted graffiti? Get rid of it by painting over or replacing it.

Host a Pick Up The Trash party with kiddos and reward them with a pizza party. (Check with your attorney first.) One apartment community in Alabama had the kids of their community paint all of their outdoor garbage cans and dumpsters. The containers still stunk, but at least they looked pretty!

NATIONAL FRESH BREATH DAY 6th



PE-U! Did you just get a whiff of the rotten smell wafting from the co-worker next to you who forgot to brush after his morning coffee? That unpleasant odor you are smelling is halitosis, or in a simpler term, bad breath. Dentists always have a handy supply of free floss, miniature toothpastes, brushes, and mouthwashes. See if any local dentists are willing to donate some dental hygiene products to hand out to your residents. Put together some handy goodie bags and tell residents that you care about their hygiene and this is one way to promote good habits. Happy flossing!

There are quite a few resources on the Internet for travel-sized toothpastes. When I searched for “travel-size toothpaste in bulk” I found: www.hotelsupplies-online.com/fs_toothpaste.htm. Crest or Colgate travel-size pastes for about 50 cents each.

Z107.3's Impossible Question: In the U.S. every year: people spend over \$8 million dollars to improve this part of themselves.. their breath

R&R: Have breath mints in the office!

NATIONAL GARAGE SALE DAY 11th

There is always junk to be thrown out but sometimes one man's trash is another man's treasure. Host an annual garage sale to give new and old residents the chance to get rid of their old stuff. Advertise the garage sale around town by posting signs with the date, place, and time. Set out marked boxes inside the office that read “GARAGE SALE” and have the residents donate their unwanted items if they don't want to sell themselves. There will be new residents moving in and he or she will have plenty to donate. Use the proceeds for purchasing something everyone in the community can benefit from... a water fountain ... a playground update... pool party. Ask residents to send in their success stories of how they used the “new” item.

www.tagaroom.com/ has labels specifically for garage sales.

Ask the Salvation Army, AMVETS or your local house of worship to pick up all left over items. Win Win for all.



SEPTEMBER IS... COLLEGE SAVINGS MONTH

With school starting back up after a nice summer vacation, college students will be looking to rent an apartment for the next school year. A lot of apartment communities will be in competition to have the lowest rents. Offer a special with this in mind or publish a "How To Save Money" article on FB and in your eNews.



NATIONAL COUPON MONTH

Cut out coupons from newspapers and keep in a basket at the front desk. Limit 1 coupon per person per day.

We get many of our online coupon codes from www.RetailMeNot.com and www.CouponCabin.com.

Another great idea is to create coupons for new residents. Some coupon ideas include free carpet cleaning, window washing, a kitchen cleaning. This is a fun one to get creative.

NATIONAL PREPAREDNESS MONTH

Make survival kits for your residents. For every new resident create the ultimate survival pack. Include a gallon of water, batteries, energy bars, and a copy of the community's evacuation plan. These are only a few of many things to be included in a survival kit.

Incorporate a guide for packing a survival pack into your next newsletter or social network page.

Here are some ideas:

- One month supply of medication
- Cash
- First-aid kit
- Canned food
- Water
- Batteries
- Flashlight
- Windup radio
- What else do you need?

NEWSPAPER CARRIER DAY 4th

Not all residents subscribe to newspapers. What if your team becomes their very own newspaper carriers for the day! Hand deliver newspapers to your residents. Be sure to include a copy of your latest newsletter. There are newspapers and coupon books that are distributed free of charge in central places in cities and towns. Look around your town and see where you can pick up a stack of papers.

NATIONAL CELIAC AWARENESS DAY 13th

More and more people are discovering they have Celiac disease, which is a digestive disorder. People with celiac disease are intolerant of gluten. Create a Facebook post on your company's page with this great gluten-free recipe from allrecipes.com. Get Facebook followers involved by asking them to send in pictures of their cookies.

Flourless Peanut Butter Cookies

Ingredients

- 1 cup peanut butter
- 1 cup white sugar
- 1 egg

Directions

Preheat oven to 350 degrees F (180 degrees C).

Combine ingredients and drop by teaspoonfuls on cookie sheet. Bake for 8 minutes. Let cool. Recipe doesn't make very many, so you could double the recipe as you desire. (yields about 1 dozen cookies)

Nutritional Information

Amount Per Serving Calories: 394 | Total Fat: 22.5g | Cholesterol: 35mg

Powered by ESHA Nutrient Database

STAND UP TO CANCER DAY 14th

Host a fundraiser to help fund research for curing cancer. Put out a donation box in the front office with a sign that shows the progress of the money donated. Make a deal with residents that if the goal is achieved, then residents will get a cool prize. Start the fundraiser on the 1st of September and end on the 14th. If the goal is reached, celebrate by

bringing in a fitness instructor and have him or her teach a week of fitness classes for free. Bring in a professional chef to host a cooking class for residents. Another idea is to offer free salsa dancing classes. All proceeds can be donated to www.nationalbreastcancer.org.

Rent & Retain got into the fund-raising for Breast Cancer research in 2002. Our Closing Lines That Work book is a best seller, and all profit goes to breast cancer research. Learn more about the book at www.RentandRetain.com. Click on the BUY BOOKS tab.

FAMILY DAY- A DAY TO EAT DINNER WITH YOUR KIDS 24th

With moving into a new apartment comes a lot of stress and little time for preparing meals. Residents will appreciate a free pizza delivery with their newly rented place. Have a Domino's pizza delivered to their pad. This will save the headache of getting a dinner together while trying to move in.

NATIONAL COFFEE DAY 29th

Everyone appreciates that morning pick-me-up cup of Joe. Set out a pot of freshly brewed coffee for visitors to enjoy. Set



out to-go cups, lids, and straws for people who are in a rush. www.coffeecupfactory.com offers a wide variety of wholesale coffee cups. Sizes range from 4-24 oz. You can also customize your coffee cups. By putting the company logo on the cup, residents will take a sip of coffee and be reminded of your hospitality.

BE AS EFFICIENT AS POSSIBLE IN 3 MINUTES OR LESS

In this tough economy, it's time to emphasize to your team members their value, as well as help them be as efficient and productive as possible. Here are suggestions on how to do that.

THE 3 THINGS

Every Friday write down answers to each of the questions below. Ask your staff members to do the same thing. At the end of the month (or quarter) you'll have a notebook of ideas to share with the rest of the company.

- What closing technique worked the best this week?
- What three things did I learn from prospects?
- What three things did I learn from residents?
- What three things did I learn from my boss?
- What three things did I learn from my employees?
- What is the best thing I accomplished this week?
- What could I have done better?
- What will I do again?

Reader Ideas

I make "breakroom snack baskets" and bring them to large area employers with in 5 miles, all of the snacks in the basket have a "compliments of..." label on them. I shop at Costco for the snacks and the Dollar Store for the baskets and they work out to about \$5 each. -Madelyn Pace

I recycle magazines and glue 3- 4 different property flyers (some flyers have coupons for free applications processing) inside each and drop them off at the hospitals, and doctors' waiting rooms. -Sue Holm

We are on the bus route and I post flyers at all of the local bus stops weekly. -Jose Padilla

I make labels and take cases of water to the local gym. -Anne Marie Howard

I started a book swap. I asked for donations from residents and bought some at thrift shops. Just put a bookcase in a public area and you are done! -Bailey Parkes



Hi Chelsea,

One strategy I use to heat-up Craigslist ads is to use **Photobucket.com**. I've uploaded all of our property and amenity pictures, and place the HTML code from Photobucket to the bottom of the craigslist ad. These pictures stand out as they are much larger than the pictures Craigslist offers you to browse & add, and larger than pictures that populate with other layout-creating websites.

Using **photobucket.com** also allows me to add banners, borders, animations and decorations to the pictures. The effects, distortion and beautify features make this a fun tool to use. Even inserting a basic text box inside the picture is a fantastic

way to display a creative title to your picture.

Prettyposts.com is also one of my favorite websites that provides quality HTML layouts for craigslist. The name says it all; they are super pretty, and very effective.

Lastly, when posting ads, I simply ensure that they are accurate. I often view competitor ads that are outdated, promoting events of the wrong season or even have grammatical errors.

These ideas are fun and easy, and make a huge difference.

-Victoria Osborne




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Resource Guide

Continuing Education and Resources for the Professional



AIM (Advertising Incentives & Marketing) *

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AIM Cruise Incentives is the nation's pioneer and leading provider of **Cruise Incentives** to the multi-housing industry.

As rental markets ebb and flow, property management companies are on constant watch for the latest trends to differentiate their properties from others in their community. AIM's Cruise Incentive program is helping property managers throughout the country to increase leases and retain more residents, while reducing concession and turnover costs. Management companies turn to AIM to offer residents a **5 Day/4 Night Luxury Cruise Vacation for Two, to Mexico, the Bahamas or the Western Caribbean** when residents sign a new lease or renewal.

All cruises are booked on luxury super-liners, primarily Carnival Cruise Lines. These packages are loaded with all the great amenities like a 4A stateroom, gourmet meals and snacks, 24-hour complimentary room service, a wide range of nightly entertainment, including Las Vegas style shows, dozens of exciting shipboard activities, plus tropical destinations to visit and shop!

Certificates can be purchased from \$139 - \$169 per certificate, based upon quantity. With a value up to

\$1798, residents will get excited about the cruise offer, and your property can get the edge over other properties! It's also a great incentive for lease ups! Property manager Terry Ragland said; "We have had great success with AIM's cruise promotion, 17 leases in one week. The colorful and eye-catching marketing materials made a real impact in the leasing process."

'AIM provides FREE full color marketing materials for each participating property, including a 4' x 10' Leasing Banner, Large and Small Countertop Displays, Cruise Flyers, Be-Back Cards for prospective residents, Renewal Door Hangers, Posters, Flower Leis and Digital Photos. AIM's reputation for exceptional customer service is backed by no booking fees, transfer fees or extension fees for your residents!

AIM is a long term member of the NAA and National Supplier's Council (NSC), and is an approved vendor with Compliance Depot. AIM is also an accredited business with the BBB, with an A+ rating. For more information, and to receive a free marketing kit, call or email us today, and ask for the "Rent and Retain Special."

**Please tell our vendors you saw
their listing in Rent & Retain!**

**If interested in being listed in the Resource Guide,
please contact Katie@RentandRetain.com.**

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Property Pal!

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Say goodbye to piles of move-in paperwork and complicated property management forms with Property Pal. This iPad2, iPhone and iTouch application makes property management a snap by revolutionizing the way managers and agents do their jobs. Instead of reaching for a clipboard to complete a walk-through inspection, all you'll need now is your Apple device and the Property Pal app. All of the information usually written on a paper form will now be digitally entered into Property Pal on your Apple device. You will save hours upon hours with this app, plus protect your investments at the highest level. Instead of writing the exact condition of each area of the home, Property Pal allows rental agents to select multiple options, e.g. clean, dusty, needs repair. Notes can also be added for more detail. A picture can say a thousand words, and an unlimited number of photos can be included with a Property Pal inspection. Property Pal also goes through all three stages of a move-in. Move-in, pre-inspection, and move out while maintaining all of the same pictures, notes and original conditions through each stage. All of this information is consolidated into one PDF file, which can be emailed to all residents, maintenance staff, painters, property managers, cleaners, owners, and then stored.

Property Pal's second release (March 2012) will include a paperless move-in, complete with lease and most, if not all, of the addendums you'll need. Soon users will be able to upload their companies' own forms and eventually store everything in a virtual server or cloud with the completion of our back end/data base (May 2012). After these upgrades, Property Pal will then be available for use on Android smart phones and tablets. Please visit Property Pal's website at

www.mypropertypal.net for videos and to learn more about the unit by unit inspections and courtesy forms that will be added in the coming year.



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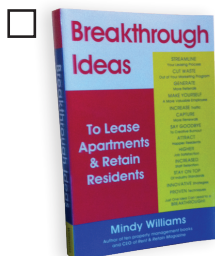
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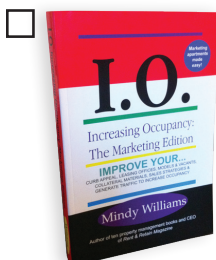
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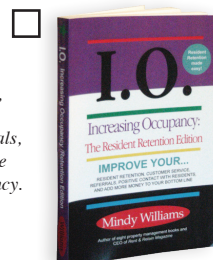
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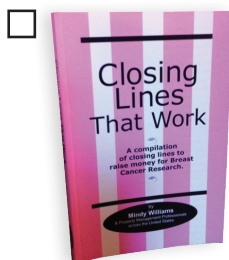
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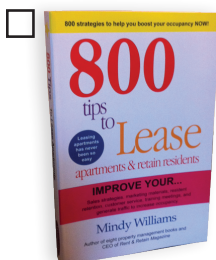
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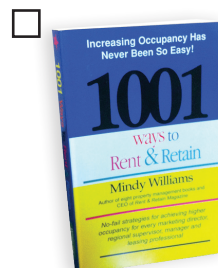
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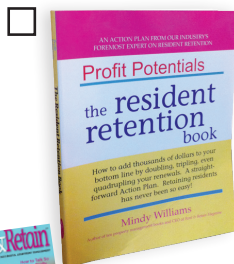
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