

23 Property Management Tips For Mastering E-mail ©

by Ernest F. Oriente, *The Coach*

According to a recent survey by Matrix Information, 380 million people around the globe have access to Internet-based services and E-mail. In addition, this report expects electronic commerce to grow from \$505 billion in 2004 to \$990 billion by the year 2007. Is your property management company ready for these exploding communication and marketing trends? Is your leasing team ready to handle the E-mail just sent by 15 new prospects relocating from Paris or Moscow? Read the tips in this article and learn how easy it is to master E-mail and profit from it...it's just a few keystrokes away!

Tips for Using E-mail with Prospective New Residents

Be certain each of the properties you manage has a high-speed connection, E-mail software, an E-mail account and proper software training • Ask your leasing teams to always use spell check before sending an E-mail to a future resident • Have your teams read each E-mail twice before they send it, just to make certain it conveys exactly what they are trying to communicate and it portrays the professional image important to your property management company • When sending an E-mail, the subject line must clearly summarize what the body of the E-mail says • If your leasing teams are using the E-mail "reply" feature to respond to a future resident, make certain they reply by including the information the prospect sent in their original E-mail note. In addition, ask your leasing teams to include the name of the future resident throughout their E-mail reply • When using E-mail, it is not considered proper to use all uppercase letters as this signifies "shouting" in the electronic community and is greatly frowned upon.

Tips for Using E-Mail Within Your Property Management Company

If your leasing teams are using E-mail to communicate internally, make certain they understand when to respond by E-mail and when to call the person who sent the original E-mail, depending on the tone or content of the E-mail • Explain to your leasing teams how and when to use carbon copy {cc} and blind carbon copy {bcc} with E-mail • Have a written company policy regarding the use of E-mail, clearly outlining the rules and expectations of your company. Have this document signed by each person who will be accessing your E-mail software • Explain to your leasing teams that deleting an E-mail does not remove it from their computer system nor from the system of the person the E-mail was sent to. During several recent lawsuits, damaging E-mails that had been deleted were used in the courtroom to the surprise of the individuals and their property management companies • Instruct your leasing teams about the extra care required if they receive an E-mail that has an attached document, as this is where most computer viruses are hidden. Many property management companies do not let their leasing teams send or open attached files • E-mail files can easily be opened and read so confidential information like salaries, financial reports, social security numbers or credit card numbers should not be sent by E-mail.

Tips For Using E-Mail as a Marketing Tool

E-mail can also be used as a powerful marketing tool to attract new residents or to better service your existing residents. Here are some tips: Aside from a small \$15-\$20 service charge per month, sending or receiving E-mail is free. As compared to other forms of marketing...having your leasing teams send E-mails to new or existing residents is their least expensive form of marketing • Imagine the marketing success your leasing teams would have if they had the E-mail address on the guest card of every future resident who visited their apartment community over the past 12 months...and your leasing teams could stay in touch with these potential new residents for free! • If your properties are using E-mail to handle resident questions or maintenance requests, a timely response is expected and required • Create two separate E-mail lists...one for future residents and one for current residents so you can send appropriate marketing information to each group • Create an E-newsletter which can be easily sent out on a weekly or monthly basis. Remember, since sending E-mail is free, your leasing teams will have lots more flexibility. In addition, E-newsletters portray a professional image about your property management company and are quick to be passed-along to others, thus expanding the reach and exposure for your marketing • When sending E-mail, have your leasing teams develop a five to seven line signature which is automatically placed at the bottom of every E-mail they send out. This signature line will further promote their apartment community, your corporate website and can be changed on a daily basis, if necessary • Use E-mail to stay in touch with the media in your area, especially if your apartment communities have any exciting events or community projects to announce • The E-mail address at

each of your properties should be included on every business card, every brochure, on any sales information and with all print advertising.

Want to hear more about this important topic or ask some additional questions about how to use E-mail as a powerful marketing tool? **Send an E-mail to ernest@powerhour.com and *The Coach* will fax/E-mail you a free TeleForum invitation.**

Ernest F. Oriente, The Coach, is the founder of PowerHour® a professional business coaching/recruiting service and the author of SmartMatch Alliances™. He has spent 20,630 hours [since 1988] delivering customized training, by telephone, in leadership, tradition/Internet marketing and sales for property management companies, apartment locator/corporate housing services and multi-housing sales/service companies worldwide. PowerHour® specializes in global distance learning by telephone, using their state-of-the-art conference call system for interactive and dynamic TeleForums. Twice-monthly TeleForums link 10-100 executives/professionals/individuals who are geographically dispersed, in a time efficient and profitable format. PowerHour® is based in Olympic-town...Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their TeleForum website: www.powerhour.com. To receive a FREE property management success newsletter, with subscribers throughout North America, send an E-mail to: ernest@powerhour.com. Recent PowerHour® articles have appeared in 5500+ business/trade publications and websites.