

Stay Current with Future Resident Trends (Gathering Is Great...Harvesting Is Better! ©)

by Ernest F. Oriente, The Coach {Article #102}

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, 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 like CallSource® (www.callsource.com) allow your leasing teams to gather a telephone number and, in many cases, the caller's name and mailing address. In addition, CallSource® 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?

Harvesting information about future residents: Now that you're 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? Fax a note on your letterhead to 435-615-8670 or send an E-

mail to ernest@powerhour.com and The Coach will fax/E-mail you a free TeleForum invitation. During this call we will discuss the trends above.

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