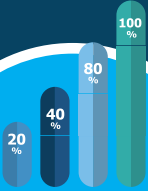


# Multifamily Marketing Cheat Sheet

## Marketing in a High Occupancy Environment

Marketing is the driving force behind reaching your occupancy, retention and revenue goals.



### Raise Rents

**Competitive intelligence** will help you to establish fair rent increases. Go beyond the traditional market survey to find a partner that provides both market- and community-level competitive insights.



### Invest & Improve

**Investing in your communities** helps you increase revenue and improve resident satisfaction. Make changes based on renter needs and promote those upgrades on your various marketing channels.



### Reach New Renters

**Untapped renter segments may be willing to pay more** for features that matter to them. Use your marketing solution to highlight the features they're looking for on a variety of channels.



### Retain Current Residents

**You don't ignore your residents after they move in, so neither should your marketing.** Look for marketing technology that simplifies communication with prospects and residents!



**Industry Insight:** National rent growth has held steady between 2.5%-3%<sup>1</sup>. Do you know where you stack up?



**Built-in Value:** On average, renters expect to pay an additional **\$41** each month for in-unit washers and dryers<sup>2</sup>.

### Reputation Tune-Up:

Is your online reputation helping or hurting your renter targeting efforts? **72%** of renters said that opinion sites **STOPPED** them from visiting a community<sup>2</sup>.

**A Win-Win:** **90%** of renters say it's important for them to be able to pay their rent online<sup>2</sup>. As a bonus, it will **save your onsite staff time, too!**

### Do the math:

**200** unit community  
Average market rent:  
approx. **\$1,300/month**

**100%** occupied at  
**4%** below market rate  
= **\$249,600**

**95%** occupied at full  
market rate = **\$247,000**



### Top ROI Improving Upgrades



Replace carpet with hardwood, vinyl or tile.



Upgrade kitchen appliances.



Include washer and dryer in-unit.

### How To Attract New Renters

- 1) Update curb appeal.
- 2) Go mobile.
- 3) List all of your amenities.
- 4) Manage your online reputation.
- 5) Explore new social media channels.

### The 3 C's Of Resident Retention

**Communication** - Do you effectively communicate with your residents?

**Convenience** - Is it easy to live at your communities?

**Community** - Do your communities feel like home?

<sup>1</sup> RealPage and Axiometrics, October 2017  
<sup>2</sup> 2017 NMHC/Kingsley Renter Preferences Study

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