



The Property Management Association of Mid Michigan Presents

MARKETING TRENDS 2010

It's Not Business as Usual! Or is it?

9:00AM to Noon

Let's face it, our industry has changed dramatically over the last few years and communities that expect to survive and thrive need to have a hybrid marketing plan that blends new technology with the tried and true techniques of the past. In this session you will discover the latest trends along with how to bring new life to the marketing tools of the past to increase traffic and lease more apartments.

- Maximize **Online Classified Advertising**—RentLinx, Craigslist and others
- **Social Media**—Fad, foe or friend? Where to start
- **Resident Referrals 2.0**—How to tap into the online referral market
- **Apartment Ratings Sites**—Why you *must* join in the conversation
- **Follow UP!- The Lost Art of Sales**—How to capture the "Be Back Market"
- **Communication Tools** that get the attention of prospects and residents
- How to **maximize Internet and Print Advertising** sources
- **Grass Roots Outreach Marketing**—5 Types of outreach that produce referrals
- How to create "**Slam on the Brakes**" **Curb Appeal**
- And many more ideas to "**Market on the Skinny**" with no or low cost solutions

MASTERING BASIC LEASING SKILLS

How to Lease in a Competitive and Challenging Market

1:00 PM TO 4:00 PM

Rental housing options today are plentiful and more diverse as single family homes and condos are now available for lease. In order to succeed we need to focus on the things we can control by being the best we can be at leasing apartments. Beginners and Ol' Pros alike will benefit from this session as we review the **Basics with a Fresh Approach** and learn how to lease in a highly competitive and challenging market.

- Turn **internet leads and callers into visitors**
- Go from **Tour Guide to Professional Leasing Consultant**
- Build **Rapport through Generational Leasing Techniques**
- Determine if the prospect is "**ready, willing and able**" and what type of commitment you can expect
- How to **show the apartment** as it relates to the visitor
- Sell the **benefits of apartment living** compared to houses and condos
- Capture the "**Be Back**" market with an effective four point follow up formula



Thursday, February 25, 2010

Riverfront Apartments
601 N Cedar
Lansing, MI 48912

One Session
\$69 Members & \$99 Non-members

Two Sessions
\$99 Members & \$129 Non-Members

Register Now
PMAMM.com or
Call 517—281-0815

Kathy Banker, CAS, NALP
Speaker, Trainer, Marketeer

Kathy Banker is a property management professional specializing in marketing and sales training nationally for over 25 years. Her areas of expertise are in Marketing, Leasing, Training, Assessments and Mystery Shops serving the needs of the conventional, affordable and senior housing markets.



www.LeaseUpNow.net
Working with Owners and Property Managers to
increase traffic and lease more apartments