



Wearing Your Customer's Shoes

Strategies for Building Your Brand and Retaining Customers.

Presented by

By Melissa Prandi, RMP®, MPM®



PropertyADVANTAGE.



Melissa Prandi = Property Management

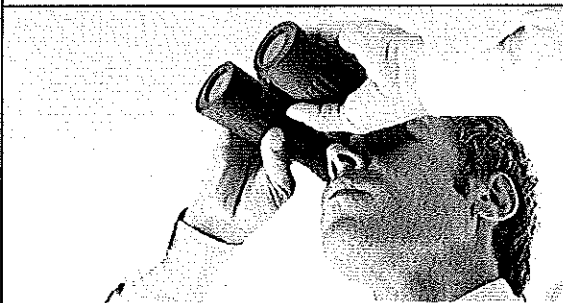
- 29 years in the industry
- Former NARPM National President
- Growth from 100 to 3,000 units
- Studied the formulas of a great property management company
- Traveled 175,000 miles to visit 300 management offices in one year



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Looking In From the Outside



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Who are your customers?



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Today's Customer

- More demanding
- More knowledgeable (thanks Internet)
- Want real-time access to data
- Looking for value they can't get on their own
- Have many options
- Come from everyone (not just your town)



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Study Your Customers

- Survey your...
 - Prospects
 - Residents
 - Owners
- Study the demographics of your markets
- Pay attention to trends



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Identifying Your Customers



Owners



Residents

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What are their PAIN POINTS?



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The Mindset of the Owner



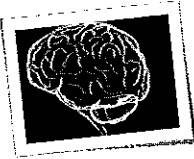
Wants to Rent Their Home

- How much can I get in rent?
- Are there a lot of vacancies?
- Should I manage this myself?
- How do I find a credible property management company?

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The Mindset of the Tenant/Resident



Wants to Find a Home (Rent or Buy)
Understanding how they search for homes:

Search Criteria:

- Location (cities and neighborhoods)
- Nearby amenities (food, transportation, hospitals, schools, etc.)
- Safety
- Amenities of the building/unit
- Monthly Rent, Move In Cost and Lease Term
- Impression of the Landlord

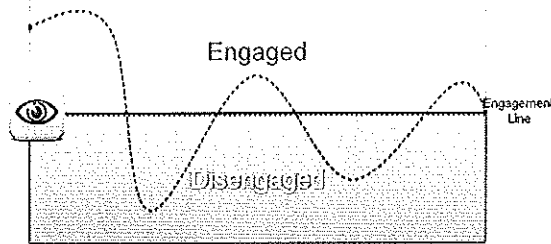
Search Methods

- Drive By
- Online
- Word-of-Mouth

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Customer Engagement Line



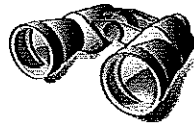
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Looking In From the Outside

Put Yourself in the Customer's Shoes

- Call your office
 - How many rings until answered?
 - Listen to voicemail
 - Response times
- Try to schedule a showing
- Visit the website
- Try and find contact information
- Do you see your unique selling position?



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Create a Unique Selling Position

"Unless you can pinpoint what makes your business unique in a world of homogenous competitors, you cannot pinpoint your sales efforts successfully."



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Uncovering Your USP

Before you can effectively generate leads, you must develop a clear unique selling position.

- Put yourself in the customers shoes
- Know what motivates your customers and buying decisions
- Uncover why customers choose you vs. the competition



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Questions to Ask Employees

- How do we differentiate ourselves?
- What is the most important aspect of the service we provide customers?
- How quickly should we respond to phone calls?
- What are our goals? Service level goals, maintenance requests, follow ups?

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Hire the Best

"...if you have the wrong people, it doesn't matter whether you discover the right direction;

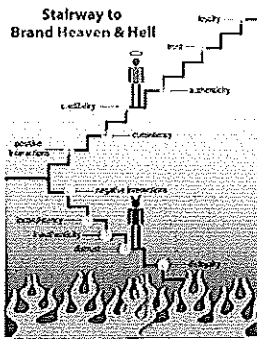
you still won't have a great company. Great vision without great people is irrelevant."



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Building Your Brand





Attitude = Altitude!



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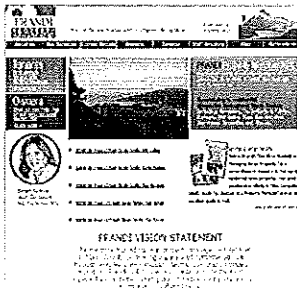


Your Website: A 24/7 Virtual Store

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Old Web Site & Logo



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5 minute Website Reality Check

- **What products / services do you provide?**
 - Dumb it down
 - Your USP is obvious
- **Do you have an intriguing call to action?**
 - Offers
 - Whitepapers
 - Research reports
- **Easy to learn more about your service?**
 - Where is your phone number?



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5 minute Website Reality Check



THE LISTINGS TEST

- Easy to browse your vacancies?
 - "Searchability"
 - How many ways can you filter your listings?
- Read your property descriptions...
 - Quality of photos
 - Do you use videos?
 - Read the text
 - Do you describe amenities and area info?

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5 minute Website Reality Check



VS.



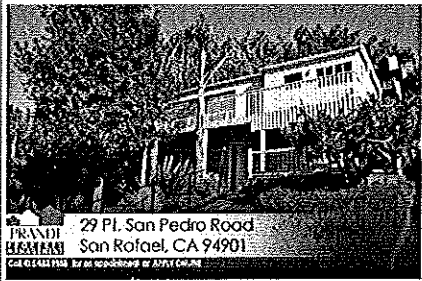
The Art of Good Listing Photos

- Make sure to stage the area (remove debris, etc.)
- Focus on lighting
- Use wide angle lenses
- Take pictures from interesting angles
- Take the right size photos (2-5 MB)
- Edit before uploading

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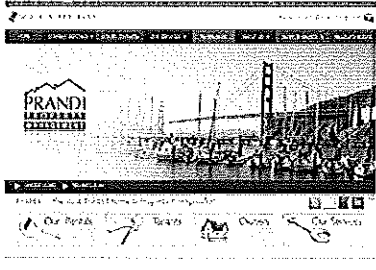
5 minute Website Reality Check



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New Web Site & Logo

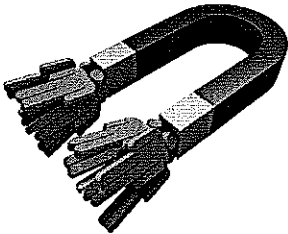


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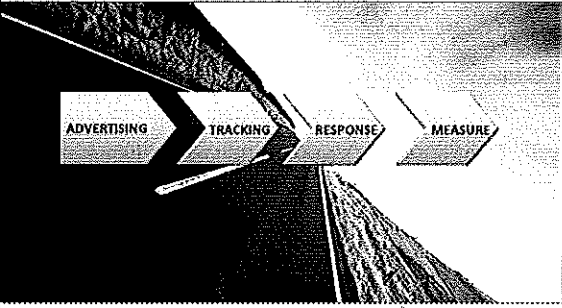
Track Leads to Customers



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FROM LEAD TO CUSTOMER



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FROM LEAD TO CUSTOMER

Advertise Here!

ADVERTISING TRACKING RESPONSE MEASURE

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So Many Places to Advertise

- **Online** Google bing YAHOO!
(Google, Yahoo, Listing Websites, Craigslist, etc.)
- **Offline** Rent.com
(Yellow pages, billboards, print, postcards/flyers)
- **Referrals** Rentals.com
(Realtors, local business, etc.)
- **Locators**
- **Drive by**

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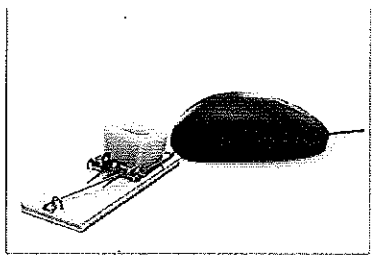
How to Select Advertising?

- What's a lead worth to you?
- What's worked so far?
- Create a budget
- Create a plan, then test it
- Select media that can be tracked
- Pay for referrals

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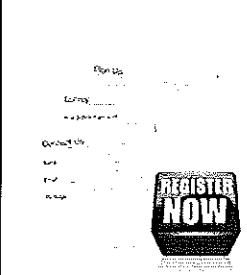
Lead Capture



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Do You Have Tools to Capture Leads?

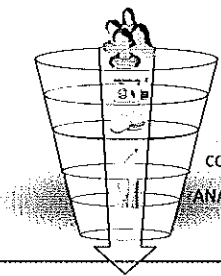


- How do you track leads?
 - Online leads
 - Calls
 - Walk In
 - Referrals
- Media produces the most/best leads?
- Do you follow up promptly?
- What's your cost/lead and cost/customer?

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It's All Just a Funnel



- DEMAND
- TRAFFIC & CALLS
- MANAGE LEADS
- CONVERT TO CUSTOMERS
- ANALYZE PERFORMANCE

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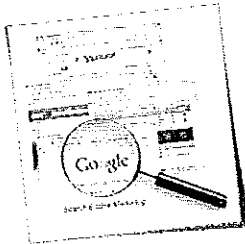
Online Advertising



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What is your online visibility?



- 72% of owners search for a management company online
- Over 2 Million Searches Per Month for Rental Homes
- Typical renter searches 7 different websites for a home

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Search Engine Optimization

- Paid Search generates more leads
- Search Engine Optimization takes time
- Critical to be found where people look
- Hire a professional – It's hassle-free!
- Can your property management software do this?



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Social Media

- Use it for branding
- Good outlet for PR
- Asking your customers/friends for referrals



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Public Relations

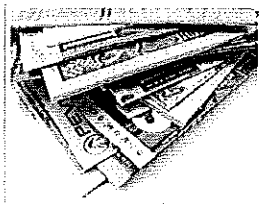
- Press Releases
 - Announce managing new properties
 - Company changes
 - Partnerships
 - New products/offerings
- Distribute to local media
- Call for follow up



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Offline Advertising



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PRANDI PROGRAM FROM LEAD TO CUSTOMER

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PRANDI PROGRAM How are you tracking leads?

- My Inbox
- Notepad
- ACTI or other software

Does this solution integrate with your property management solution?

Are you making your staff work harder?

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PRANDI PROGRAM Look for Integrated Solutions

- Your staff will actually use it
- You'll see the relationship of a lead all the way to a lease or owner
- Online application forms
- Integrated screening

Make sure precious marketing dollars are well spent!!

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Lead Tracking

Propertyware

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FROM LEAD TO CUSTOMER

1st RESPONDER

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Lead Follow Up Best Practices

You've captured a lead, now what?

- Answer Your Phone Every Time It Rings
- Professionally Greet Callers
- Know Your "Elevator Pitch"
- Treat All Leads Equally - Do Not Pre-judge
- Disciplined Management of Data

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Rapid Response Counts

- Answering the Phone = 30% more closed leads
- Respond quickly to voicemail
- Gauge response quality with call recording
- Use Auto Responders
- Invest in professionally written email and letter templates

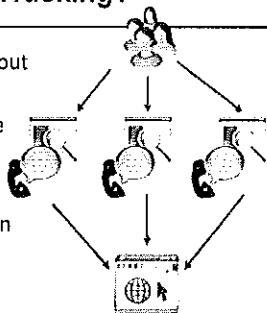


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What Is Call Tracking?

- 3 out of 4 people call vs. fill out web forms
- Each property and ad source assigned a unique phone #
- Inbound calls recorded
- Lead automatically created in your CRM



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Integrated Call Tracking

Propertyware

Assigned To: Unassigned
 Last Modified By/Time: jules@prandiparis.com 10/13/10 4:03 PM
 Created By/Date: Jules@prandiparis.com 10/13/10

Primary Contact: Andy
 (415) 828-2632 Home
 (415) 758-0214 Work
 (415) 442-2910 Mobile

Email Address: andy@prandiparis.com

Address: 1334th Street, San Francisco CA 94116

Phone Call: 415-442-2910
 Received at 10/13/10 12:28 AM

Propertyware logo and contact information at the bottom.

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PRANDI PROGRAM FROM LEAD TO CUSTOMER

ADVERTISING → TRACKING → RESPONSE → MEASURE

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PRANDI PROGRAM Lead Tracking & Analytics

Lead Tracking

- Call Recording and Tracking
- Email tracking
- Web-to-Lead Forms
- Walk Ins

Reporting & Analytics

- Online Advertising Effectiveness
- Marketing Campaigns
- Cost / Lead Analysis
- Cost / Customer Analysis

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PRANDI PROGRAM Measuring Advertising Effectiveness

Remedy Conversion Funnel
Marketing Spend: \$5000.00

Total Leads
153 Calls
696 Search
32 Other

Remedy \$5,999.48

Orion Conversion Funnel
Marketing Spend: \$1500.00

Top Lead Source	Count
Phone Calls	567
Website	333
Walk-in	4

Top Lead Source	Count
Google	128
Bing	23
Yahoo	15
Craigslist	1

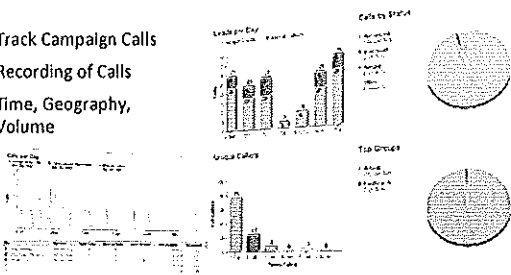
Orion \$10,933.06

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Call Tracking Reporting

- Track Campaign Calls
- Recording of Calls
- Time, Geography, Volume

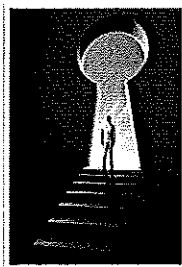


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Empower Your Staff

- Educate them
- Reward them
- Empower them!
 - Decision making
 - Problem solving
 - Explain procedures
 - Ask for feedback and ideas
 - Demonstrate your trust



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Reference Selling Works



WORK THE REFERRALS

- Ask for referrals
- Testimonials (videos and quotes)
- Use Customers as References
- Case Studies
- Focus Groups (new advertisement ideas)


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Local Networking

Generate More Leads!


- Realtors®
- Chambers of Commerce
- Banks
- Independent Brokers Network (IBN)
- Business Networking International (BNI)
- Women's Council of Realtors
- Rotary / Lion's Club
- Yacht Club, Golf Club, Schools and Gyms
- Executive Groups




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Showing Appreciation for Leads



- Handwritten thank you letters
- Custom wine bottles
- Gift baskets
- Custom Visa gift cards




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Making a Difference

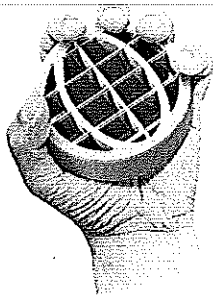
- Give back to Community
- Sponsor charity events
 - Will create more exposure
 - Get your brand out there
 - Be known in the community for 'giving back'
 - Appear trustworthy
 - Generate more customers in the long run
 - Feel good!



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EMBRACE TECHNOLOGY




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Technology

- Software should increase efficiency
- Flexibility to meet your needs is key
- Train your staff to use effectively
- Technology can **IMPROVE** customer service:
 - Faster response times (by mobile, iPad, email)
 - Customer portals (24/7 access to statements and info)
 - Electronic payments online
 - Text alerts (rent is overdue etc.)
 - Online application submission



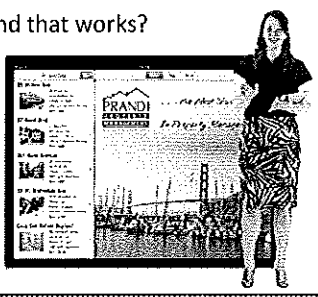
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Gadgets & Technology

What have you found that works?

- iOS devices
- Smart phones
- Laptops
- Software
- Apps



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It's a New Game.

BUT You **CAN** Win if you:

1. Define Your Customers
2. Look Professional
3. Track and Analyze Leads
4. Work The References
5. Embrace Technology

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Reflection

- Take a moment to ask yourself
 - Does my marketing material reflect my business today?
 - Am I getting enough “new” business?
 - How can I be more “efficient”
 - Am I using the current technology?

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