

HEY TOTO, WE'RE NOT IN KANSAS ANYMORE.

Presented by: **GRANT SIMMONS**

ENJOY NOT FOUR, BUT FIVE, KEY TAKEAWAYS FROM TODAY'S SESSION.

- 1.** *The Renter's Decision Journey (RDJ) is a complex path to a rental agreement, and no longer linear.*
- 2.** *We can connect with & address consumer demand on the RDJ by understanding the triggers that motivate them.*
- 3.** *We can 'tickle' consumers into, out of, and along the RDJ, if we understand their desires & influences.*
- 4.** *Customer personas are key to effective customer conversations, content ideation, and selection of marketing channels.*
- 5.** *Only a true Property 'Wizard' knows how to connect with the heart, mind, and fears of today's rental consumers.*

SO CLICK YOUR HEELS TOGETHER, AND SAY AFTER ME...

“**THERE'S NO PLACE LIKE HOME.
THERE'S NO PLACE LIKE HOME!**”



Let's Get Social! **Connect with Me!**

 @simmonet |  +GrantSimmons |  /simmonet