



Wearing Your Customer's Shoes

Strategies for Building Your Brand and Retaining Customers.

Presented by

By Melissa Prandi, RMP®, MPM®



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Melissa Prandi = Property Management

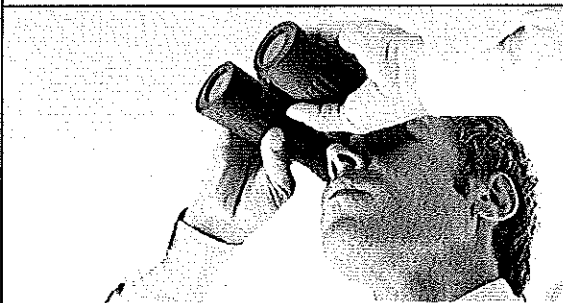
- 29 years in the industry
- Former NARPM National President
- Growth from 100 to 3,000 units
- Studied the formulas of a great property management company
- Traveled 175,000 miles to visit 300 management offices in one year



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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

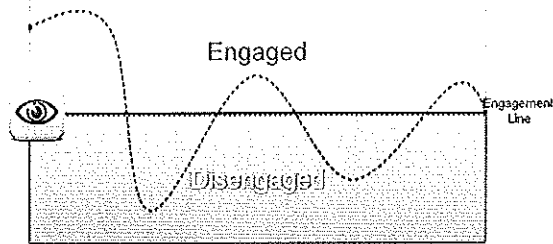
Search Methods

- 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;

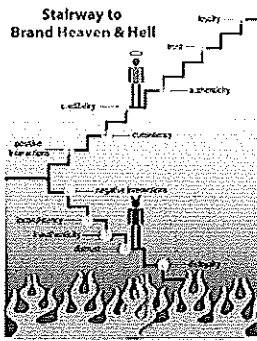
you still won't have a great company. Great vision without great people is irrelevant."



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Building Your Brand





Attitude = Altitude!



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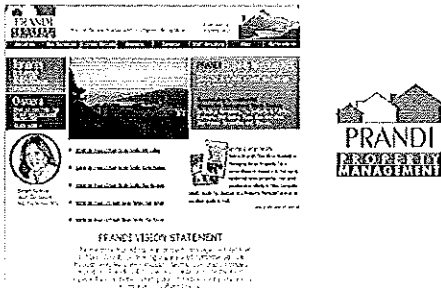


Your Website: A 24/7 Virtual Store

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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.



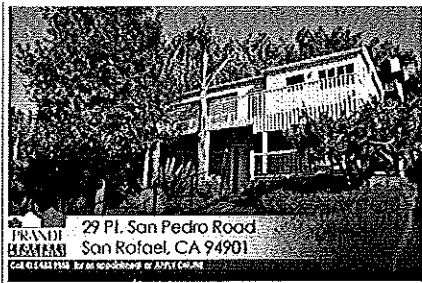
The Art of Good Listing Photos

- 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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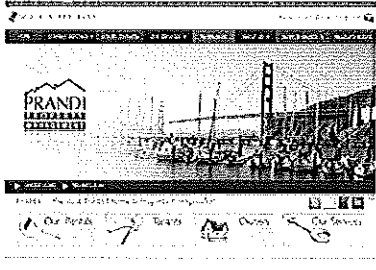
5 minute Website Reality Check



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New Web Site & Logo

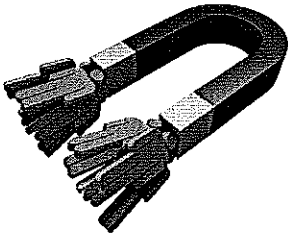


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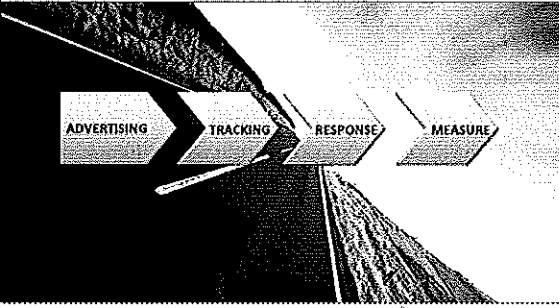
Track Leads to Customers



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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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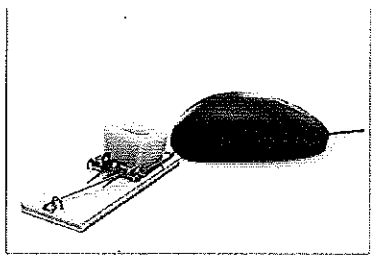
How to Select Advertising?

- 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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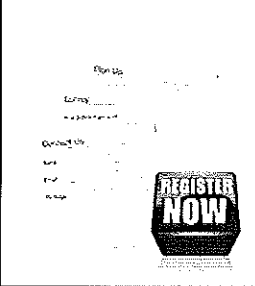
Lead Capture



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Do You Have Tools to Capture Leads?

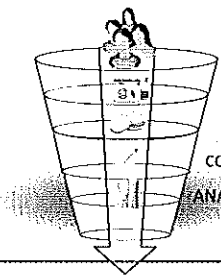


- How do you track leads?
 - Online leads
 - Calls
 - Walk In
 - Referrals
- Media produces the most/best leads?
- Do you follow up promptly?
- What's your cost/lead and cost/customer?

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It's All Just a Funnel



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

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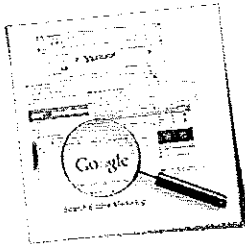
Online Advertising



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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

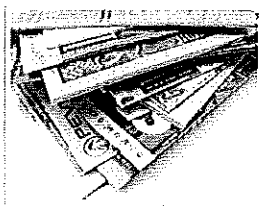
- Press Releases
 - Announce managing new properties
 - Company changes
 - Partnerships
 - New products/offerings
- Distribute to local media
- Call for follow up



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Offline Advertising



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Traditional Advertising Still Works

- Print advertising
- Postcards/mailers
- Billboards
- Signs

Address their pain point- might be different based on the target audience. Examples include:

- Get paid faster (owners/landlords)
- Online rent payment (tenants)

Offer a special offer or clear call to action.


Free consultation
Special discount
Free virtual tour
Special move-in gift

100% Money Back Guarantee

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Advertising Examples



Bad tenants can ruin your investment!

PRANDI Property Management is the solution to your bad tenants and ensure your profits with professional property management services.


PRANDI, the best by God's grace in Property Management.

www.prandi.com

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Advertising Examples



Still no rent check?!

PRANDI Property Management is the solution to your bad tenants and ensure your profits with professional property management services.

PRANDI, the best by God's grace in Property Management.

www.prandi.com

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Advertising Examples

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Advertising Example

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Self Promotion Tools

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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

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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

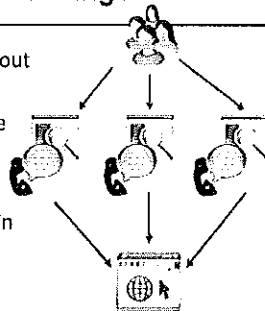


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What Is Call Tracking?

- 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

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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 Forms
32 Other

Remedy
\$5,999.48

Orion Conversion Funnel
Marketing Spend: \$1500.00

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

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

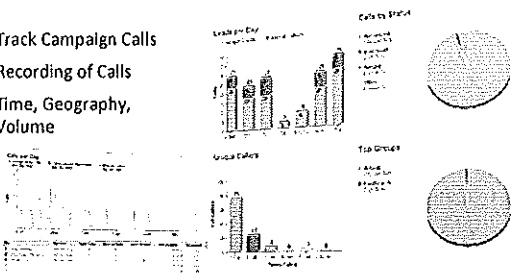
Orion
\$10,933.06

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Call Tracking Reporting

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

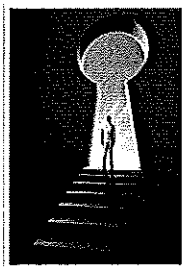


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Empower Your Staff

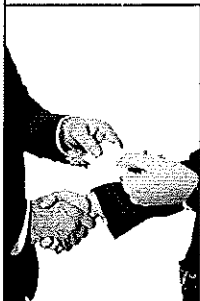
- Educate them
- Reward them
- Empower them!
 - Decision making
 - Problem solving
 - Explain procedures
 - Ask for feedback and ideas
 - Demonstrate your trust



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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!

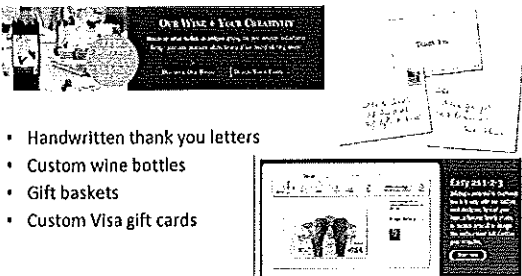
- Realtors®
- Chambers of Commerce
- Banks
- Independent Brokers Network (IBN)
- Business Networking International (BNI)
- Women's Council of Realtors
- Rotary / Lion's Club
- Yacht Club, Golf Club, Schools and Gyms
- Executive Groups



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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

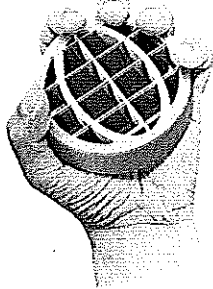
- Give back to Community
- Sponsor charity events
 - Will create more exposure
 - Get your brand out there
 - Be known in the community for 'giving back'
 - Appear trustworthy
 - Generate more customers in the long run
 - Feel good!



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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



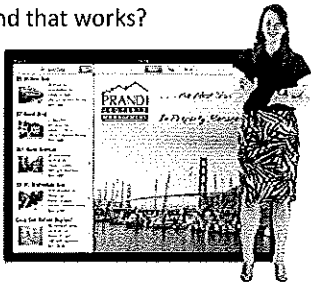
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Gadgets & Technology

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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"I've Learned That"

by Maya Angelou

I've learned that no matter what happens, or how bad it seems today, life does go on, and it will be better tomorrow.

I've learned that you can tell a lot about a person by the way he/she handles these three things: a rainy day, lost luggage, and tangled Christmas tree lights.

I've learned that regardless of your relationship with your parents, you'll miss them when they're gone from your life.

I've learned that making a "living" is not the same thing as "making a life."

I've learned that life sometimes gives you a second chance.

I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw some things back.

I've learned that whenever I decide something with an open heart, I usually make the right decision."

I've learned that even when I have pains, I don't have to be one.

I've learned that every day you should reach out and touch someone. People love a warm hug, or just a friendly pat on the back.

I've learned that I still have a lot to learn.

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

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Final Thoughts

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