



**Marketing and Filling Vacancies**

Sheyla Batres & Nichol Corbin



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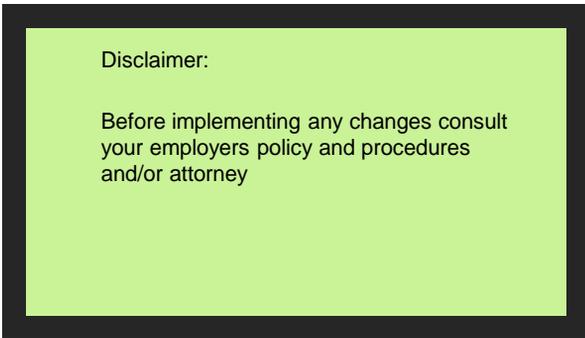
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## Marketing

Resident referral program

Banners with leasing information

Online platform advertising

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## Know your property's marketing requirements



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## ADHERE TO ANY AFFIRMATIVE FAIR HOUSING MARKETING PLANS

If your site has a waitlist and required marketing, it important you adhere to the AFHMP as applicable to stay in compliance with your monitoring agency programs.

If your site has an AFHMP be sure to review and update the demographics to show current statistics against your sites to align any changes accordingly

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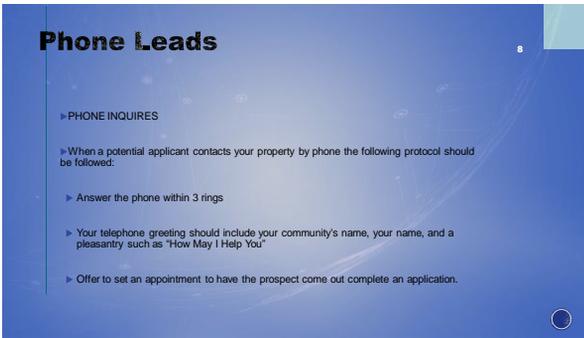
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\* This will have information on income restrictions, occupancy standards, preferences, and waitlist as applicable

Seven horizontal lines for notes.

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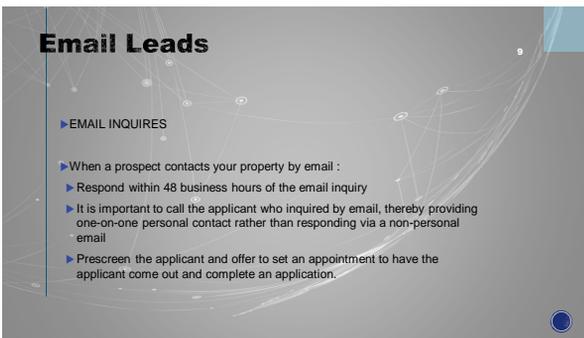
### Phone Leads

#### PHONE INQUIRES

- ▶ When a potential applicant contacts your property by phone the following protocol should be followed:
  - ▶ Answer the phone within 3 rings
  - ▶ Your telephone greeting should include your community's name, your name, and a pleasantry such as "How May I Help You"
  - ▶ Offer to set an appointment to have the prospect come out complete an application.

Seven horizontal lines for notes.

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### Email Leads

#### EMAIL INQUIRES

- ▶ When a prospect contacts your property by email :
  - ▶ Respond within 48 business hours of the email inquiry
  - ▶ It is important to call the applicant who inquired by email, thereby providing one-on-one personal contact rather than responding via a non-personal email
  - ▶ Prescreen the applicant and offer to set an appointment to have the applicant come out and complete an application.

Seven horizontal lines for notes.

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Be Prepared for prospect drop ins

- Sell Sheet
- Floor Plans
- Site Map
- Residential Referral Flyers
- Promotional Items



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## First impressions

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<p>Provide information that pertains to qualifying to live at the community over the phone prior to meeting as applicable</p>	<p>Be clear on qualifying documentation needed and screening criteria</p>	<p>Provide a Tour of the community and provide information on the amenities</p>	<p>Stay in communication with the prospect throughout the application process</p>
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## QUESTIONS

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# OUTREACH

- Advertising of vacant units to the public includes, but is not limited to the following:
  - • Advertising in area newspapers and non-traditional media to reach prospective applicants that are least likely to apply.
  - • Flyers, website updates and referral flyer posting at the property office, common area spaces
  - • Mailings of flyers to local public and non-profit social service agencies who serve a wide range of populations
  - • Visible "Now Renting" signs placed at the properties with vacancies that are easily read by pedestrians and motorists

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- **LOCAL BUSINESS OUTREACH:** Develop a marketing plan that includes engaging with businesses with branded collateral pieces, flyers as well as utilizing promotional items. This is a wonderful way to promote the property to local community.
- **RESIDENT REFERRAL PROGRAM:** It is recommended to implement an increased resident referral amount to capture additional leases during competitive market period such as summer months.

## Community outreach

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## RESIDENT EVENTS IMPACT



CREATING A COMMUNITY PROVIDES BONDING BETWEEN THE OFFICE STAFF AND RESIDENTS. HOSTING PIZZA PARTIES, MOVIE NIGHT, OR SEASONAL HOLIDAY ACTIVITIES, CAN HELP CULTIVATE RELATIONSHIPS BETWEEN RESIDENTS.

THIS WILL POSITIVELY IMPACT THE REPUTATION OF THE COMMUNITY AS WELL AS LEAD TO WORD-OF-MOUTH REFERRALS.

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**Days Vacant**

- Office challenges on days vacant stem from :
- Mixed-use sites due to the NAUR
- Sites with waiting lists
- Contracted Vouchers
- Unit transfers/ accommodations move ins/move outs

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**Days Vacant**

- Office challenges on days vacant stem from :
- Mixed-use sites due to the NAUR
- *Know your site programs and properly prepare prior move outs*
- Sites with waiting lists
- *Purge your site waitlist often and have ready files pre-approved on the "bench"*
- Contracted Vouchers
- *Communicate with the PHA or appointed entity on any waitlist or preference trouble and know the criteria's to properly remove applicants from the waitlist timely*
- Unit transfers/ accommodations move ins/move outs
- *Properly serving the 30-day notice for required transfer and/or communicating the transfer date clearly, so there are no delays due to controllable timelines*

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Complete an assessment of the condition of vacant units, the amount and the time it will take your team to turn them



Sometimes it is worth vending out turns if it prevents units from sitting due to the amount of time it would take to turn

**Maintenance days vacant impact**

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# Cost Analysis

Vacant unit	Days Vacant due to Condition of unit	Loss Rent	Cost to Vend out	Cost Efficient
#1	10 days	\$677	\$600	\$77
#2	20 Days	\$1,333	\$800	\$533
#3	25 Days	\$1,800	\$800	\$1000
#4	35 Days	\$2,600	\$950	\$1,650
#5	41 days	\$3,500	\$950	\$2,550

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# THANK YOU

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