

**The Growth Economy Diminish or Expand / an Economic Growth Plan
presented by Toni Blake
Thursday, October 6th, 2011 8:30AM – 9:50AM**

Making the case for a rent increase in today's market

- Have a clear vision
- Be Prepared
- Have a solid strategy
- Always have an incentive that pulls the discussion away from the rent
- Be Confident and ready for resident push back

Definitions for a renewal strategy

- Economic Talk – Talk like an informed economist
- Respond with strong, confident educated true statements of FACT!
- Be informed and give your residents data and statistics

Market Rate

- Rental rates that are relatively consistent with other rents in the same area for comparable properties

Market Rate Adjustment

- Increase/decrease rent to adjust to current market conditions
- **Move toward an increase in revenue** The **US** Economy is on an **UP** Swing
- NAR - National Association of Realtors
- Lawrence Yun, Chief Economist of the National Association of Realtors, predicts “Apartment rents could rise by 1 to 2 percent in 2011, after having fallen in 2009 and no growth in 2010,” Yun said.
- NAHB'S MULTIFAMILY PRODUCTION AND VACANCY INDICATORS SHOW INCREASED CONFIDENCE
- The apartment rental market is expected to get a boost from growth in household formation.
- Multifamily vacancy rates are forecast to decline
- from 6.4 percent in the current quarter to 5.8 percent
- in the fourth quarter of 2011.
- Average apartment rent was predicted to
- rise 0.2 percent in 2010, and another 1.4 percent in 2011.

- **Sample Property Plan**

Cost of Business Increase 3.6%

250 Units \$800 rent / 3.6% = \$28.80

Average up to \$29 per month increase

New Rent \$29.00 x 12 mts. = \$348.00

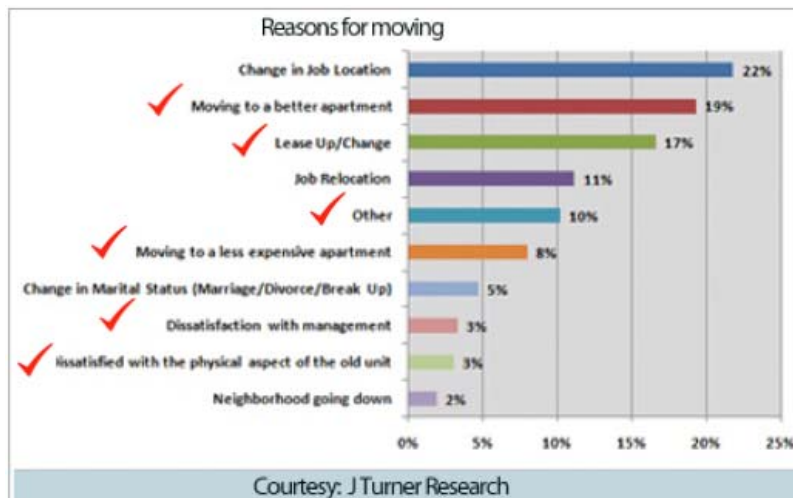
Annual Projected Increase = **\$87,000.00**

Units / Rent _____ **x % increase =**

Average increase: **New Rent:** **x 12 month =**

Unit Increase x total number of units =

Annual Projected Revenue Growth:



A calculation used by the Social Security Administration to adjust income based on inflation. The COLA reflects the rate of inflation on goods and services.

- In 2009 the COLA was one of the highest on record, 6.2%. If you average Cost of Living Adjustment over the past 10 years = 3.2%. Request a Cost of Living Adjustment of 2.3% as a reasonable calculation for inflation on the goods and services required by the community.

Cost of Business Adjustment

- If expenses increase and income does not follow suit the community will not be able to maintain the quality of life provided for the residents.
- A Cost of Business adjustment is not for profit; this is simply to adjust for inflation.

Set yourself up for success in your renewal conversation – give the gift of service!

Schedule a service visit prior to the renewal!

Take care of the little things!

- Closet door rollers repaired
- Torn or damaged screens repaired
- Drawer rollers repaired or replaced
- Plumbing leaks repaired
- Faucet drips repaired
- New light bulbs installed
- Toilets are operating properly
- Doorknobs and locks turning properly
- Carpet strips repaired

Paintscentsations.com Contact: Pat Simon

Gift the GIFT of NEW! Everyone loves NEW!

Renew their apartment before you ask them to renew their lease.

Set yourself up for success in your renewal conversation – give the gift of NEW!

Apartment Makeover!

- Steam clean high traffic area
- Touch up paint (*Paintscentsations.com*)
- Complete kitchen clean
- Complete bathroom clean
- Vacuum apartment

An annual apartment make-over extends the life-span of the apartment and appliances gives the resident the “gift of new”.

How many failures were staged simply by making the other person feel unappreciated? When is the last time you surprised your resident with something that makes them feel . . .special?

“The deepest principle in human nature is the craving to be appreciated.”

— William James

Presentation Matters!

- Smile – share a kind word
- Take your time – don't be distracted
- Add an elegant touch
- Make the event special
- Be prepared
- Make it a gift, not an obligation

Cupcake Renewals – Sweet Increases - Happy Anniversary Celebration! Telephone Appt Talking Points and Cupcake Order/Inventory Sheet

Use this page to list the cupcake inventory and descriptions from the menu. When an appointment is made take their order and mark the inventory sheet.

Good Morning _____ (resident's name)

This is _____ (your name) from the office. I wanted to take a minute and call you and let you know that we are about to celebrating your one-year Anniversary as a resident at _____ (property name). (Pause)

We wanted to bring you a special gift from the dessert boutique – _____ (bakery name) in _____ (City) and thank you for being such a great resident. Are you going to be home today? I just want to stop by for a few minutes. By the way, we will also bring your new lease so you can reserve your apartment for another year if you choose.

Let me tell you about these gourmet cupcakes from _____ (bakery name) Bakery in _____ (City) and let you select one for your family to bring by tomorrow – I have a:

Cupcake Descriptions from Menu: Quantity Order:

Unit numbers:

Note: This is a FRESH product with a lifespan. Do not purchase cupcakes without an appointment. Describe the cupcakes available and then take their order for the next day. We picked up a few to do the same day, just get them out while they are fresh!

Incentives

I LOVE the "home improvements" concept. This year because of the turn in the economy I am recommending the renewal gift be sealed in beautiful linen envelope with a ribbon and wax seal. This extra effort ensures the envelope will only be opened once they have signed. This is a gift! I don't want to make it a point of negotiation. They should renew for the reason on the negotiation cards and let what we give them be appreciated and not delivered by order or obligation. Presentation DOES MATTER - and this small cost added to your presentation will add appreciation, anticipation and fun! How many times has someone opened a sealed envelope like this with a gift inside?

Property Improvements

- Accent Walls -Accent Trim
- Extended Shower Rod - Rain Shower Head
- Ceiling Fan

Share this meaningful plant for only \$3 to add luck to your renewal presentation!

Bamboo plants have been considered a sign of good luck by many cultures throughout Asia for thousands of years. This "lucky" plant is featured in stories of several countries, symbolizing friendship, luck and wealth.

www.buyluckybamboo.com

<http://www.buyluckybamboo.com/lucky-bamboo/curly-stalk/06-inch-curly-spiral-lucky-bamboo-stalks>

Property Improvements

Accent Walls
Accent Trim
Extended Shower Rod
Rain Shower Head
Ceiling Fan

Provide FREE Daily Discounts

Come by the office for printable coupons, coupon codes and special offers from local business for your weekend entertainment.


Toni Blake's Renewal Negotiation Cards

Email us for a copy of Toni's 24 Renewal Negotiation Cards!



Feeling Tapped-Out?

Do It Yourself: For a 26 foot rental truck, U-Haul recommends around 50 boxes ranging in size including small, extra large and wardrobe. The price for small boxes starts around \$2 each. Renters are also encouraged to buy several furniture pads to protect furniture from being damaged at a price tag of \$8 each.



Hit from Behind

Credit scores have dropped over the last few years during the recession. Even considering another place to live can lower your score when they run your credit. At the same time, credit is harder to get. Instead of spending money applying somewhere else, and risking additional hits to your credit score, renew your lease here! We've already approved you, and you're building a solid rental history by staying.



Cleaning Knee-ded

Moving means cleaning wall-to-wall, behind, underneath, on top of and inbetween - a real work-out for your knees! You'll need to clean your old place before you leave and you'll want to clean your new place when you arrive. You can do this yourself, or you can use a cleaning company - either way, it's going to cost you!



Devil in the Details

Along with the details of packing, moving means spending hours updating your records. You'll need to change your address with your utilities, cell phone provider, bank, doctor, lawyer, accountant, insurance, magazine subscriptions, retail providers, church, family, and friends. You'll need to get new checks printed, move children's school records, and change your driver's license. You have enough to worry about - just stay!

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The Turn OFF & ON's of consumer Communication Trends "OOH" & "AAN" of Word of Mouth Story Telling by Toni Blake
Thursday, October 6th, 3:10PM – 4:30PM

The Culture Shift from Commercial to Social

The customer wants to be in control!

Spam filters block email advertising

NO CALL lists prohibit telephone solicitation

If they get through . . . Caller ID allows us not to answer a telephone solicitor

DVR & TIVO allow us to skip television advertising

XM Satellite Radio provides uninterrupted, commercial FREE music!

96% Of consumers trust personal recommendations

14% of consumers trust traditional advertising

Who's feeding Google?

It's time to tell your story and create some positive conversations and comments online!

If you do nothing . . . will that keep the public from doing something?

- The future of marketing is about doing and saying things to people.
- The future of marketing is about doing things with and for people.
- The future of marketing is about being HELPFUL!

Inspire vs. Hire

Influencers, Evangelist, Trust Agents, Word of Mouth Ambassadors

Did you know that 80% of the impression of your online brand is created by only 6% of the people. This means a small group of motivated, online savvy customers are talking about your brand. Rather than leaving this to chance is there a way to indentify and engage your brand influencers? Can, remove barriers that keep them from sharing their positive voice and provide access to the spaces we are building our reputation? These influential individuals are very scientifically named, "influencers." The Word of Mouth Marketing Association (WOMMA) defines an influencer as "a person who has a greater than average reach or impact through word of mouth in a relevant marketplace." The process of identifying and engaging these influencers is known as "influencer marketing," and is defined as "identifying, seeking out, and engaging with influencers in support of a business objective."

The Influencers dinner



Tell to Win Peter Guber - Learn how to tell your story!
Connect, Persuade, and triumph with the hidden power of story

The complete WOM "Life" experience of your resident may include sports centers, activities, bowling, movies, theaters, swimming, golf courses, driving range, goofy golf, recreation centers, parks,

jogging trails, play grounds, lakes, water sports, water parks, amusement parks, training centers, recreation lessons – dive center, museums, antique stores, boutiques, shopping malls, coffee shops, ice cream shops, churches, hooka bars, tubing hills, climbing walls, skate parks, tennis courts, racquetball, basketball courts, dirt bike trails, bike trails, dog parks, game rooms, spas, dance clubs, sports bars, sporting arenas and more!!!! FIND EVERYTHING!!! Take a drive down every street, go into every store, find every secret your area holds and share it. Capture it in still life photos and video!



<http://www.dvguru.com/2006/04/07/ten-video-sharing-services-compared/>

How many of you have access to a way to take picture and record video in your office?

<http://www.xtrnormal.com/watch/11595169/toni-blake-friday-april-1st-on-mprotv>

Inbound Marketing

<http://www.hubspot.com/inbound-marketing-university/>

Books

The Cluetrain Manifesto

<http://www.cluetrain.com/>

Read the basics from the book online free!

A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter—and getting smarter faster than most companies.

Building FREE Online Content – CGM

Consumer Generated Media

Do you know the meaning of CGM? Consumer Generated Media

Company verses Individual

The casual Individual voice of humanity rules!

What is your story? Are you sharing your casual individual voice?

Build UNFORGETTABLE Mobile Marketing

Your marketing is NOW in the palm of their hand!

50% of all phones will be smart phones by the end of 2011

Video accounts for 66 percent of mobile data traffic with a 35-fold increase between 2010 – 2015. There are a ton of cool FREE spaces that will host your videos. Here is a review of the top 10!

<http://www.dvguru.com/2006/04/07/ten-video-sharing-services-compared/>

Us FREE Tools for record audio Voice files, add music, record video & add pictures for new media (CGM)

Business Card – Video Business Card / Profile on Google

Floor Plan – A personal tour through the model on Animoto

Brochure – a slideshow with music on YouTube

Resident Newsletter – a slideshow with music on Smilebox

Resident Activity on RandomActsofKindness.org

Follow-up - a personal video of their new apartment on monkey mail

Follow-up – a slideshow on Smilebox

Follow-up – message on xtranormal.com

**Take your client communication ...
to a whole new level**

Text – Picture – Video - E-mail

Follow-up - First contact - Thank You for leasing
Thank you for renewing - Thank you for paying your rent on time

MORE LINKS:

- Eyejot.com provides Video mail in a blink!
- MailVU.com – record and send video messages easy & free
- ITalk records voice to send by text and email
- Animoto.com helps you to create your own video online for free and link it with social media sites.
- Yola.com provides FREE websites
- Flixtime.com builds video slideshows with music to share
- Xtranormal.com allows you to create free avatar movies!
- Careerbuilder.com/monk-e-mail pick a money, the back ground, props and message then add your voice for an unforgettable experience.
- Smilebox.com creates one of a kind slideshows, greetings, invitations, photo albums, scrapbooks and more!
- Shutterfly.com builds books and albums of pictures to share
- Hallmark.com Hoops & yoyo e-cards \$12.00 per year subscription
- Actsofkindness.org allows you to join the Random Acts of Kindness Foundation for free and will host your stories of kindness.
- Google Profiles allows you to upload photos and information about your property right into Google!

Clarify your direction

Make sure your people understand the terminology!
Your turn to learn a new language!



Is your story being told? By WHOM?

**There is value in on-line conversation!
Type it . . . and they will come!**



Who's feeding Google?

Google is sharing what is said . . .
So say something good!

Google Trends

Develop your key word strategy

Google Alerts

Google will send you alerts to your email when anyone types information online. Set up an alert for your property name, misspellings of your property name, your competition and your old boyfriend! :)

Social Media ROI – Layers of positive comments and conversations online
The Shinning Star Award

Together we make this a great place to call home. Thanks for providing the stars that direct great neighbors to our community!

Our goal is to provide a home that inspires our residents to build a positive online reputation. Your voice will influence our future residents. When we reach 100 stars and 1000 positive words our community will receive the prestigious Shinning Star award. Plus, we attract the very best residents to our community. Above are direct links to our community online. Thank you for sharing your voice with positive words and stars! This is a plan that would focus marketing efforts toward building positive online conversation about your brand and engaging the residents pride to help build a great community. Here is the link to that trophy pictured.

http://www.abletrophies.com/products.php?category=Star_Awards&award=Dashing_Star_Award

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