

(Ebook free) Marketing and Leasing: Apartments

Marketing and Leasing: Apartments

Todd Fiest, Rebecca Niday

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Todd Fiest, Rebecca Niday : Marketing and Leasing: Apartments before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing and Leasing: Apartments:

When it comes to apartments, positioning your property in the market and attracting and retaining new residents are essential for your success as a property manager. Marketing and Leasing: Apartments is a resource for learning the key strategies for reaching qualified prospects, selling your property's benefits, and successfully closing on the lease. With

this book, you will learn how to: - Position your property to succeed in your market - Showcase your property in the best light to secure new residents - Achieve higher levels of resident satisfaction and retention by effectively responding to resident issues The following items are covered in this book: - MARKET ASSESSMENT: Neighborhood analysis, regional demographics, competitive analysis, rent-setting strategies - MARKETING STRATEGIES: Marketing campaign development, advertising, social media marketing, analytics - LEASING OFFICE OPTIMIZATION: Communications protocols, legal compliance, online leasing, showing and closing techniques, prospect qualification - RESIDENT RETENTION: Lease administration, resident retention strategies, conflict resolution, reputation management