



Marketing and Leasing: Apartments

Todd Fiest, Rebecca Niday

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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

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