

# Multifamilypro's Tools to Increase Your Occupancy, Traffic & Rents

**Bright Ideas Starring Tami Siewruk** - This show delivers not just Bright Ideas, but whole campaigns! Every 30-minute episode delivers 4 display ads for Apartment Publications and other print media; 3 banners; a locator flyer; 3 billboards; and an array of specific specialty items that compliment each theme! Turn up the wattage on your leasing, marketing and management efforts, today! [See page three for details.](#)

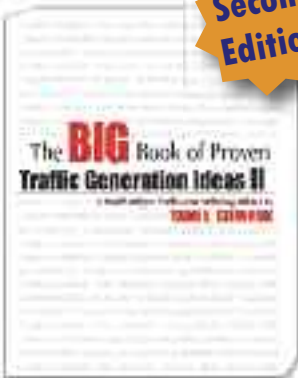


**Second Edition**

## The BIG BOOK of Proven Traffic Generation Ideas: Second Edition

Item TB02 \$47.50

Just when you thought we'd already compiled more Traffic Generation ideas than you could possibly implement, we came up with MORE! This is the Second Edition of our amazing BIG BOOK of Proven Traffic Generation Ideas, representing hundreds MORE pages of proven traffic generators shared with us by Apartment Professionals from coast to coast. It's positively JAMMED from cover-to-cover with HUNDREDS of ideas, tips, techniques, articles, tools and more for communities of all types, styles, and budgets! It's the SECOND traffic generation tool you can't afford to be without! [See page nine for details.](#)

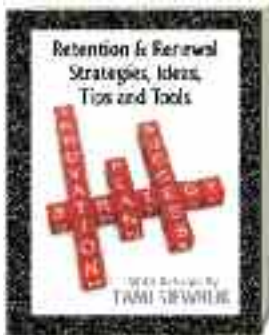


## Retention & Renewal Strategies, Ideas, Tips and Tools

Item# RR01 \$47.00

Your residents are your most valuable resource, and keeping them is your most powerful strategy when it comes to ensuring your success; but residents are as diverse as the communities that they live in, so you need a manyfold approach to serving and satisfying them and keeping them convinced to stay. That's where this amazing book comes in ... it's packed cover-to-bursting-cover with the best-of-the-best resident retention and renewal ideas, tips, tools, and strategies that we've gained over many years, all in one absolutely indispensable volume that you'll refer to time and time again. It's worth its weight in gold and guaranteed to repay its cost thousands of times for years to come! Make it part of your retention strategy today!

[See page nine for details.](#)



**free**

## Fair Housing Focus

**Starring Anne Sadovsky** - Get up to speed on fair housing and perform effectively and confidently within the law. This series will share real-life case studies and address: consistency and documentation; what is (and isn't) a protected class; accessibility; occupancy standards; steering; companion and assist animals; and latest findings and legislation.

[See page four for details.](#)



**TotallyToni: 100% FabYOUlous Starring Toni Blake** - 100% FabYOUlous Fridays is a high energy BLAST that will keep you and your team motivated with new resources and a rich flow of ideas, from the one and only Toni Blake! It's all about YOU

being 100% FabYOUlous at Leasing, Marketing, Resident Retention, Renewal, NOI, Social Media, and Personal Development.

[See page six for details.](#)

## LEARNING THAT'S AS EASY AS WATCHING TV!

Ever wish improving performance could be as easy as watching a TV Network just for Multifamily Professionals? We have. THAT'S WHY WE INVENTED ONE. Announcing a revolutionary new way for you and your team to receive the information and insight that you need to become more effective and successful in all facets of our business, straight to your computer or smart phone screen, including: leasing, finance, development, marketing, management, operations, service, training, technology and human resources—at every organizational level. Our network's programming is a combination of both sponsor-supported FREE and Premium Subscription programming that costs as little as \$25 per episode. Even the subscription programming won't break your budget because each subscription *is viewable by as many audience members as you can fit around a screen!* The lineup includes shows devoted to industry news, market conditions, trends, technology (including new media) and much more, in formats ranging from fast-paced talk show to in-depth, instructional-style delivery.

## MARKETING PROGRAMMING



### Multifamily MOJO Starring Lori Snider 12, 30-Minute Episodes

Premium Subscription Item # PTV4

Watch this weekly insider's look at how to make your company and communities stand out from the crowd, with in-depth discussions on building your brand including: the elements of your image; conveying authenticity; the latest in website design and functionality; marketing trends; knowing your demographic; and more!

### The Science of Marketing Starring Tiffany Yelverton

12, 60-Minute Episodes

Premium Subscription  
Item # PTV14

Separate the Sci-Fi from the Sci-Fact as you learn to diagram your marketing plans like a genius; design a retention plan with continued success built into every lease; achieve sales perfection; conduct unforgettable follow-up; boost your technology awareness; crack the resident referral equation; be a target marketing rocket scientist; and more!



## In the Catalog

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## There's NOTHING Stopping You Now!



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FREE and subscription  
training programs today  
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What's stopping you or your community from becoming a bar-raising, record-breaking, award-winning model of spectacular success? No time? Low budget? Little opportunity? Kiss those barriers goodbye and join the elite of our industry on MproTV! You'll learn the skills, knowledge, and insights you need to achieve remarkable results in all aspects of your personal performance and that of your community—LIVE, from the leading authorities in our industry—without having to leave your office! And it costs only pennies on the dollar compared to traditional training seminars and events.

## MARKETING PROGRAMMING

**Bright Ideas Starring Tami Siewruk**  
**12, 30-Minute Episodes**  
Premium Subscription Item # PTV16

This show delivers not just Bright Ideas, but whole campaigns! Every 30-minute episode delivers 4 display ads for Apartment Publications and other print media; 3 banners; a locator flyer; 3 billboards; and an array of specific specialty items that compliment each theme! Turn up the wattage on your leasing, marketing and management efforts, today!



**New Media Now Starring Charity Hisle**  
**12, 30-Minute Episodes—Tuesdays—4:00 pm Eastern**  
Free Programming

There's always something new in New Media, and this show is designed to keep you on the innovative edge! You'll hear from top experts in the new and social media world and be introduced to new platforms, applications, tricks, trends and techniques to help you optimize your use of new media and make it a part of your overall strategy for success.

**Apartment Lab: Become Your Own Branded Media Starring Eric Brown**  
**7, 30-Minute Episodes**  
Premium Subscription Item # PTV17

Marketing really is different today, and these sessions will reveal exactly how with discussions on marketing's new directional flow; taking back responsibility for your marketing; creating a branded customer experience; transitioning from a Marketing to a Media Department; how to be your own writer, editor, publisher, producer and broadcaster; and more!



**Your Recipes For Success: See What The "Smart Girls" Have Cooking**  
**Starring Dawn Ford, Paige Perry and Megan Orser**  
**6, 60-Minute Episodes**  
Premium Subscription Item # PTV5

This entertaining and enlightening series reveals favorite recipes for successful outreach marketing, reputation marketing, interviewing, networking and mentoring—then combines all these amazing ingredients in a season-ending ultimate bake-off finale: the creation of a fabulously successful Marketing Plan!



Register for the next available FREE programming anytime at <http://multifamilyprotv.com/programming/>

**3** Visit [www.MultifamilyproTV.com](http://www.MultifamilyproTV.com) for Complete Details or to Register NOW!

## MARKETING PROGRAMMING

### **Multicultural Race for Marketplace Starring Rebecca Rosario** **12, 60-Minute Episodes**

Premium Subscription Item # PTV11

This reality-style game show will have you competing to become a MultifamilyPro at Multicultural Diversity! You and a partner will join nine other teams in a 10-segment race through “new territory” including multicultural marketing, social dexterity, communications, problem resolution, and more. The last team standing wins free passes to Brainstorming 2012 and \$1000 for travel!



## GENERAL INTEREST PROGRAMMING

### **Fair Housing Focus Starring Anne Sadovsky** **12, 60-Minute Episodes**

Premium Subscription Item # PTV7

Get up to speed on fair housing and perform effectively and confidently within the law. This series will share real-life case studies and address: consistency and documentation; what is (and isn't) a protected class; accessibility; occupancy standards; steering; companion and assist animals; latest findings and legislation; and much more!



### **Customer Service & Retention Solutions Starring Amy Kosnikowski** **12, 30-Minute Episodes**

Premium Subscription Item # PTV15

Best practices in customer service are actively separating the winners from the losers, and it's time to choose your side! You and your entire team will zero-in on what matters most to residents including proven customer service strategies; ideas for improving your residents' overall living experience; 'small things' with big renewal impact; and more!



### **Multifamily Views, 60-Minutes—Second Thursday of Each Month** **free** **—4:00pm Eastern Free Programming**

Join a changing panel of Multifamily experts from across the country as they discuss their opinions, insights and unique experiences regarding the most important issues, developments and changes in our industry on topics including finance, development, marketing, management, training and more!

### **MproTV Marketplace, 30-Minutes Monthly** **Free Programming**

Each monthly program will feature three fresh offerings, including new companies, innovative new products, and spectacular services designed for all facets of our business, aimed at helping you do your job more efficiently and effectively! Viewers will be eligible for amazing prizes, so tune in, learn and win!

Register for the next available FREE programming anytime at <http://multifamilyprotv.com/programming/>

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## GENERAL INTEREST PROGRAMMING



**Eco Matters Starring Heather Blume**

**12 episodes, 60-Minutes— (Two Free shows are available)**

Premium Subscription Item # PTV20

Not only is sustainability in housing a responsible choice for the planet's survival ... it can actually be good for your bottom line. Today's consumer gravitates toward mindful choices, and demonstrating that you care about the environment shows that you care about their ability to maintain a healthy and happy life in your community. From green roofs, community gardens, and recycling programs, to more eco-friendly office practices and operational controls, each monthly episode of Eco Matters will explore the issues and opportunities occurring where housing and the environment converge. Through new technologies and building practices, low-to-no-cost changes, green trends, and more, you'll discover that there are countless, actionable ways that your community and company really can Go Green!

**See It. Hear It. Do It. Starring Various Multifamily Professionals: Deb Bronson-McGrath, Scott Ellis, Terri Euchner, Charity Hisle, Amy Kosnikowski, Doug Miller, Terri Norvell, Jen Piccotti, Rebecca Rosario, Tami Siewruk, Lori Snider and Tiffany Yelverton**

**15-Minutes—Third Tuesday of Each Month—4:00 pm Eastern Free Programming**

free

You know those great little tricks—adding links and images to your email signature file or linking your tweets to your Facebook status—that everybody else seems to know, but you haven't figured out yet? Then this is the show for you! Each episode is a quick 15-minute "how to" that will leave you with a brand new skill, strategy or shortcut!

## EXECUTIVE INTEREST PROGRAMMING



free

**The Retention Report Starring Doug Miller and Jen Piccotti**

**30-Minutes—Third Thursday of Each Month—**

**12:00 pm Eastern Free Programming**

The absolute most effective thing you can do to keep your efforts on track is to safeguard your most valuable investment: the customers you already have. In each episode, you'll hear about another important factor that you should address and improve in order to keep residents happy and renewing! *Sponsored by SatisFacts Research*



free

**Benchmark Report**

**30-Minutes Quarterly Free Programming**

It's helpful to know where your company stands relative to your competitors; and the Benchmark Report will help you maintain that frame of reference with a quarterly snapshot of the industry compiled from benchmarking reports industry-wide. Tune in quarterly for a look at how top companies in our industry are performing today.

Register for the next available FREE programming anytime at <http://multifamilyprotv.com/programming/>

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## EXECUTIVE INTEREST PROGRAMMING



free

**Trend Watch Starring Tami Siewruk 30-Minutes—Second Tuesday of Each Month—2:00 pm Eastern**  
Free Programming

Look behind the scenes of today and into the future! Each episode will introduce a hot new trend; talk about how it applies and/or can be adapted to our industry; its implications to the way that we do business now and in the future; and how you can capitalize on the trend now to increase your performance and get an edge on the competition!

**Multifamily Online Technology & Marketing Starring V. Scott Ellis**  
**12, 60-Minute Episodes**

Premium Subscription Item # PTV18

Get your arms around the best tech tools and practices! Explore the latest in website creation; extended site functionality; resources that really get the job done; using still imagery and video; content marketing; ins and outs of social media; measuring success; local search and SEO; going mobile; retention strategies; outreach; and more!



## LEASING PROGRAMMING



free

**TotallyToni: 100% FabYOUlous Starring Toni Blake**  
**15-Minutes—First Friday of Each Month—3:30 pm Eastern**  
Free Programming

100% FabYOUlous Fridays is a high energy BLAST that will keep you and your team motivated with new resources and a rich flow of ideas, from the one and only Toni Blake! It's all about YOU being 100% FabYOUlous at Leasing, Marketing, Resident Retention, Renewal, NOI, Social Media, Personal Development and much MORE!

**Lights. Camera. RESULTS! Starring Valerie Sargent**  
**12, 30-Minute Episodes**

Premium Subscription Item # PTV8

You may as well have the cameras rolling while you lease, because you truly are at center stage, and it is your time to SHINE. It's important to achieve all the objectives of your position with authenticity and without seeming scripted. This show will help you learn your part well enough to attend to each residents' every need!



Register for the next available FREE programming anytime at <http://multifamilyprotv.com/programming/>

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## LEASING PROGRAMMING



### **Leasing @ Current Market Rents Starring Toni Blake and Tami Siewruk** **12, 60-Minute Episodes**

Premium Subscription Item # PTV1

These 12 amazing shows were recorded from March 28-June 20, 2011 to huge acclaim; and the recordings are now available for you watch at your convenience! Learn personally from two of our industry's foremost authorities on leasing and equip yourself with the proven skills, strategies, resources and more—proven by years of success—that will help you close more leases without relying on concessions, at current market rents. 100% guaranteed to increase your closing ratio or your money back!

### **Resident Retention @ Current Market Rents Starring Toni Blake and Tami Siewruk** **12, 60-Minute Episodes**

Premium Subscription Item#PTV19

Learn personally from two of our industry's foremost authorities how to retain residents while keeping pace with market rents! You'll learn the hottest new strategies along with tried-and-true best practices, 100% guaranteed to improve market rate retention or your money back!

free

## TRAINING PROGRAMMING



### **Let's Talk Training! Multifamily Best Practices Starring** **Joe Bailey, Joleen Brannigan, Jana Muma and Kara Rice** **12, 30-Minute Episodes—Second Wednesday of** **Each Month —2:00 pm Eastern**

Free Programming

Take a behind-the-scenes look at the best training practices utilized by multifamily organizations large and small as well as other industries and workplaces. Topics include needs analysis, retaining talent, demonstrating results, gaining management support, and much more. *Sponsored by Grace Hill Inc.*



## SPECIALTY HOUSING PROGRAMMING

### **Affordable Principles Starring Cathy Macaione** **12, 45-Minute Episodes**

Premium Subscription Item # PTV6

Achieving remarkable success in the Affordable Housing world requires a specialized set of skills, and this show will bring them masterfully within your grasp, along with an understanding of what works, what doesn't and why, fundamental principals in marketing, training, compliance, legislation, how to survive an audit, what comes next and more!



Register for the next available FREE programming anytime at <http://multifamilyprotv.com/programming/>

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## MANAGEMENT PROGRAMMING



**Everything, Everyday! Starring Jackie Ramstedt, CAPS, CAM, CAS**  
**12, 60-Minute Episodes**

Premium Subscription Item # PTV2

Ask any Community Manager what they feel like they're responsible for, and they'll tell you "Everything, everyday!" and this show helps you manage it all—and still have a life! Make the most of your attitude; motivation; mentoring; working with vendors; handling customer demands; great resident retention plans and programs; smart hiring; how to do more with less; enhancing curb appeal; conflict management and much, much more!

**Leadership: Further Your Performance Starring Terri Norvell**  
**12, 60-Minute Episodes**

Premium Subscription Item # PTV9

Discover new tactical approaches and tools you'll use every day in areas including time management; communications; setting expectations; fostering accountability; leading change; performance and profit planning; breaking down management barriers; managing a multi-generational team; measurement; and more!



**Trailblazer: Discover True Solutions Starring Deb Bronson-McGrath**  
**12, 60-Minute Episodes**

Premium Subscription Item # PTV13

Be transformed into a more effective pioneer of change for your organization with trailblazing skills including: improving working relationships; pitching new ideas; providing referral-worthy customer service; developing a results-oriented team; high-impact training on a low-grade budget; carving out a strong competitive advantage; and more!



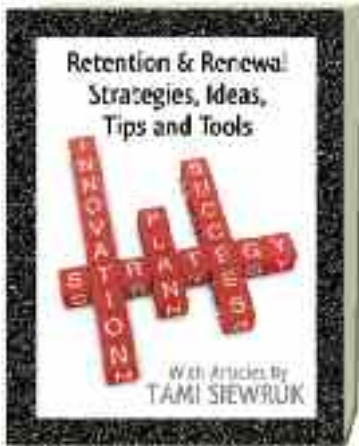
**Management: Onsite Style Starring Terri Euchner**  
**12, 60-Minute Episodes**

Premium Subscription Item # PTV10

Supercharge your onsite management style with topics including: self-assessment; the difference between doing the right thing and doing things right; styles of leading and learning; going from good to great; elements of inspiration; learning to listen and listening to learn; the language of leadership; teambuilding onsite; negotiating and problem-solving; and more!



# BOOKS

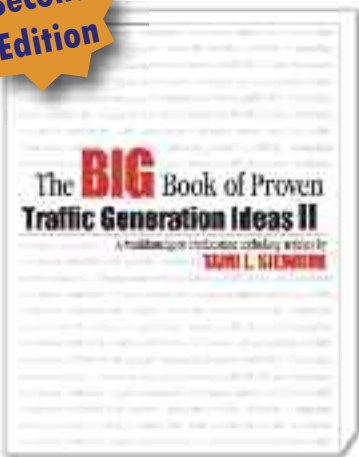


## Retention & Renewal Strategies, Ideas, Tips and Tools

Item# RR01 \$47.00

Your residents are your most valuable resource, and keeping them is your most powerful strategy when it comes to ensuring your success; but residents are as diverse as the communities that they live in, so you need a manyfold approach to serving and satisfying them and keeping them convinced to stay. That's where this amazing book comes in ... it's packed cover-to-bursting-cover with the best-of-the-best resident retention and renewal ideas, tips, tools, and strategies that we've gained over many years, all in one absolutely indispensable volume that you'll refer to time and time again. It's worth its weight in gold and guaranteed to repay its cost thousands of times for years to come! Make it part of your retention strategy today!

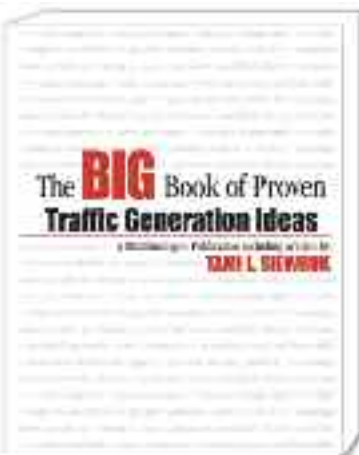
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Just when you thought we'd already compiled more Traffic Generation ideas than you could possibly implement, we came up with MORE! This is the Second Edition of our amazing BIG BOOK of Proven Traffic Generation Ideas, representing hundreds MORE pages of proven traffic generators shared with us by Apartment Professionals from coast to coast. It's positively JAMMED from cover-to-cover with HUNDREDS of ideas, tips, techniques, articles, tools and more for communities of all types, styles, and budgets! It's the SECOND traffic generation tool you can't afford to be without!



## The BIG Book of Proven Traffic Generation Ideas

Item# TB01 \$47.50

This invaluable book will quickly become one of your very favorite resources with MORE THAN 500 pages of proven ideas to boost your traffic, starting NOW! These tried-and-true traffic generation ideas have been shared with us by Apartment Professionals from coast to coast. It's positively JAMMED from cover-to-cover with HUNDREDS of ideas (including LOTS of low-budget ones!), tips, techniques, articles, tools, and more, designed specifically to generate more traffic now! These proven ideas will show you how others across the country have boosted referrals, raised awareness, generated positive publicity, created effective marketing campaigns, produced memorable events and marketing calls and brought in more (and more) qualified traffic. It's the one traffic generation tool you can't afford to be without!

# BOOKS

**Best  
Seller**



## **101 Secrets of Relationship Leasing**

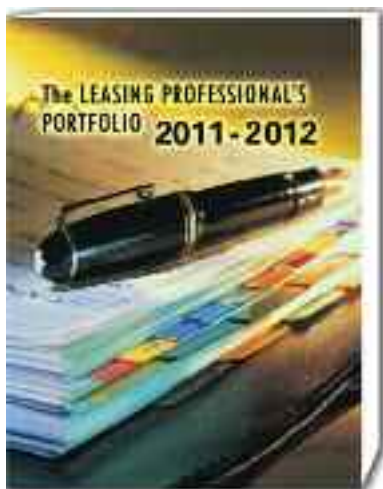
**Softcover Item # 373 \$29.95**

**Buy 5 for \$24.95 each, Buy 10 for \$19.95 each, Buy 20+ for \$15.95 each**

The first edition of Tami's acclaimed "How To" for leasing more apartments and keeping more renters was released in 1999 and changed the careers and lives of thousands of Leasing Professionals! This new edition has been updated to create a new generation of front-line powerhouses ... a MUST HAVE if you're looking to improve your leasing success or that of your team! Share in the experiences and lessons learned from more than thirty years of successful career experience. It's packed with guidance, insight, proven strategies, measurement tools, exercises and more; and each chapter ends with a concise summary to help you wrap your brain around the key take-aways. You'll discover and truly understand the importance of relationship-building and how to put it to work for you with fabulous results, and CLOSE MORE LEASES, STARTING NOW! It's the single most important tool for your personal leasing arsenal or to put into the hands of your leasing team, guaranteed to equip anyone who reads it to lease like a seasoned pro!

## **Leasing Professional's Portfolio 2011-2012**

**Softcover Item #LPS01 \$29.50**



You won't find a better gift for yourself or for each member of your Leasing Team than this amazing planning and tracking tool designed especially for Leasing Professionals to track and improve their productivity! Order now and start planning your way to better and more organized performance! More than just a really great daily calendar with plenty of room for recording appointments, this power-packed portfolio also includes worksheets for recording and tracking your overall, long-term career goals; your immediate weekly goals; managing your daily schedule; recording your daily number of calls and calls converted to shows, and number of shows and shows converted to leases; and it's packed with Tami's best leasing tips to help you improve your skill set along the way! Get one NOW for yourself or for every member of your leasing team and start making the most of every leasing day! Give a tool that keeps on giving every day and not just to your Leasing Professionals, but to the success of your company and communities, too!

This book is over 294 pages and can be customized with your company logo when ordering 15 or more books. Call 727-940-5211 for details.



## **Write a Winning Multifamily Marketing Plan**

**Hardcover Item #MP01 \$41.95    Softcover Item #MPS01 \$29.95**

Write a Winning Multifamily Marketing Plan is a must-have companion guide to creating a successful marketing plan for your community! This book is designed to walk you through the entire process step-by-step while providing you with the tools, forms, and critical information needed to analyze and evaluate your community's needs, define your plan, monitor its success, and improve and adjust as needed. You'll learn the facts and real-world information needed to create not just your plan, but also the community ads, flyers, and direct mail programs, and social media strategies that will make it most effective. The book also includes an appendix of tools and forms to help you refine your plan, and a complete marketing plan written by Tami Siewruk for a community that she successfully developed and leased-up, personally!

# Referral Incentive Door Hangers



**NEW**

## \*We Love Referrals Door Hanger

**100 per package \$25 Item # NL16**

This door hanger is a great way to encourage residents to tell their friends about your community. The door hanger reads: "We love our residents, too! Please tell your friends, family, and associates about us, and help our community grow with more amazing residents just like you! With Sincere Appreciation From Your Management Team"



## \*Grab Fast Cash Door Hanger

**100 per package \$25 Item # NL05**

If this referral door hanger doesn't grab their attention, nothing will! Remind your residents that grabbing a little fast cash is as easy as helping you find other great residents just like them! The cash amount is left blank for you to specify the reward.



## \*Our Friends Door Hanger

**100 per package \$25 Item # NL07**

Mr. Hamilton, Mr. Washington, and Mr. Lincoln would very much like to meet your residents, and we're pretty sure your residents would love to meet them, too! This fun door hanger reminds residents that a referral reward can be theirs by simply introducing friends, family, and colleagues who decide to lease! The cash amount is left blank for you to specify the reward.



## \*Money Tree Door Hanger

**100 per package \$25 Item # NL06**

How often have you wished money really did grow on trees? Let your residents know that growing a little cash is as easy as helping them grow your community by referring their friends, family, or coworkers who decide to lease! The cash amount is left blank for you to specify the reward.

**NEW**



## \*Piggy Bank Door Hanger

**100 per package \$25 Item # NL17**

This eye-catching and referral boosting door hanger is sure to get your residents talking about your community to every potential resident they know! It reads "Piggy Bank Fattener! We're offering our Residents an opportunity to bring home the bacon! Receive a referral bonus of \$\_\_\_\_\_ for recommending someone who becomes a resident. You could split it with them or hog it all to yourself!"

\*In some states, paying a referral fee is illegal. Please consult legal counsel in your state.

# Leasing Cards



**NEW**

**Missing Piece Follow-Up Card**

**Item # NC04 \$18.00 50 Cards with Envelopes**

This fast and easy follow-up card restates your desire for them to choose your community and your commitment to service. The inside reads: *"The missing piece of our community is you! Thank you for visiting and giving us the opportunity to show you around! We would love to continue serving you as a resident of our community; so please call on us when you're ready to choose your new home!"*



**NEW**

**Welcome Card**

**Item # NC03 \$18.00 50 Cards with Envelopes**

This card will help you give every new resident the celebrity VIP treatment! The outside features a red carpet and velvet ropes, and the inside reads: *"We're pleased to welcome you as a new resident of our community and we look forward to providing you with the best possible service."*



**NEW**

**Visiting Card**

**Item # NC06 \$18.00 50 Cards with Envelopes**

Let our eye-popping poppy card help you make a fabulous follow-up impression on every future resident that visits your community! The outside features a cheery floral design, and the inside is left blank for your personal message.

**NEW**

**Popcorn Card**

**Item # NC05 \$18.00  
50 Cards with Envelopes**



This card is a fun and unique way to follow up with a potential resident. Today, renters look at an average of five different apartments before they make their decision! This makes the importance of your community standing out from the crowd vital. Try enclosing a small bag of microwave popcorn and a discount ticket to a local movie theater. In many cases you can receive free discounts from the movie theater by simply asking for them! Inside reads: *"We want to invite you to "pop" in again real soon. We are certain that you would enjoy living in our community and hope that you decide to make it your new home. As promised, I'll keep in touch. Thanks again for "popping" in. I hope to see you soon!"*



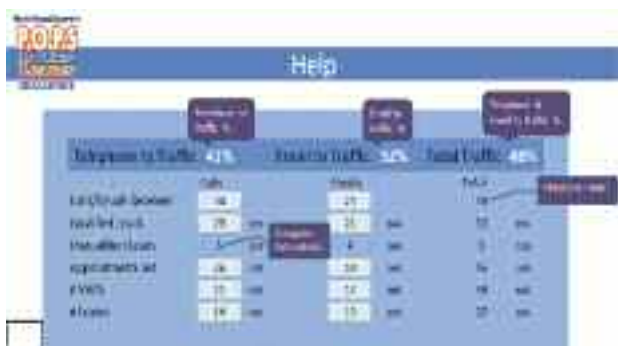
**NEW**

**Blank Thank You Card**

**Item # NC07 \$18.00 50 Cards with Envelopes**

Time is one of the things nobody seems to have enough of these days; so be sure to use our newest Thank You card to let your prospects and residents know how very much you appreciate that they shared their time with you! Featuring a polished and professional image on the front, the inside is left blank for your personal, handwritten note of thanks.

# Leasing Tools



## Personalized P.O.P.S. Telephone/E-Mail-to-Traffic Ratio Calculator Item # SP08 \$39.95

Many of our efforts here at Multifamilypro are aimed at helping you become a more effective Apartment Professional, and our new POPS (Perfectly Optimized Performance) series will help you measure and demonstrate the positive changes you're going to make! The first tool in this series—the POPS Telephone/Email-to-Traffic Calculator, is a customized, automated spreadsheet created especially for YOU! All you have to do is enter the number of leasing phone calls you've taken and emails you've received and the number converted to visits, and it automatically calculates and records your conversion ratio! Imagine having a career-long record of your closing ratios to spotlight your own improvement and demonstrate it to your supervisor! It's a tool that NO Leasing Professional should be without!



Leasing Objectives	
Total number of leads generated	10
Number of tours of apartments	10
Number of showings of apartments	10
Number of appointments set	10
Number of showings of apartments	10
Number of additional appointments needed	10
Number of tours of apartments	10
Number of showings of apartments	10
Number of appointments set	10
Number of showings of apartments	10
Number of additional appointments needed	10



## Leasing or Marketing Challenge Calculator Item # SP10 \$39.95

The secret to great marketing is in the numbers; but you don't have to be a statistician to take command of your own success! This power-packed tool is fully pre-programmed in Microsoft Excel so you only have to enter a few numbers each month to automatically calculate your leasing objectives, traffic needed to reach your objective, rentals per Leasing Professional, telephone to traffic ratio, cost-per-traffic and cost-per-lease for up to 12 advertising sources each month; AND continually compile and display the year's data visually on a single analysis report, in addition to offering individual reports for each month only. Analyze, identify, and address your leasing and marketing performance; and tackle challenges before they tackle you!



## Sleep On It Postcard Item # PC01 \$15.00 50 postcards

Use this postcard to reassure prospects about their choice of apartments. Back of the postcard reads: Thanks so much for visiting our community and allowing us to show you all we have to offer! We understand that this is a big decision, so go ahead and sleep on it! This card is your assurance that the apartment home you're considering will still be available when you return. Simply return before the date and time listed below, and you'll sleep even better knowing that you've chosen the perfect new home!

Date:  
Time:  
Authorized By:

# Resident Retention



**Valentine's Day Door Hanger**  
**100 per package \$25**  
**Item #HH02**

There's no better time to share a little love with your residents than Valentine's Day. This lovely door hanger lets them know how much they're appreciated! It reads: "Happy Valentine's Day! Residents like you are the very Heart of our Community! Your Community Management Team."



**Easter Door Hanger**  
**100 per package \$25**  
**Item #HH04**

Use this bright and colorful door hanger to deliver a basketful of springtime appreciation and best wishes to your residents this Easter! Featuring a spring flowers and colorful eggs, it reads: "Our residents are eggceptional! Thank you for making your home with us! Happy Easter from Your Community Management Team"



**Candle Happy Birthday Wishes Card**  
**Item # NC01 \$18.00**  
**50 Cards with Envelopes**

Light up your resident's special day with this bright and colorful birthday card! Inside reads: Wishing you all the best on your special day!



**Balloon Birthday Card**  
**Item # NC02 \$18.00**  
**50 Cards with Envelopes**

Nothing says "Happy Birthday!" like a bunch of balloons, so send this cheery birthday card to your residents and let them know how much they're appreciated! Inside reads: Best Wishes for a Wonderful Day!



**Resident Birthday Door Hanger**  
**100 per package \$25 Item # NL02**

A simple "Happy Birthday!" never looked so good! Our eye-catching Birthday door hanger is practically a party all by itself and works beautifully either alone or with a few balloons or small bag of treats. Hang one on the resident's door on their special day and let them know how special they really are! Door hanger message reads: Wishing a Very Special Resident a Very Special Birthday!



**A Real "Win-Win!" Door Hanger**  
**100 per package \$25 Item # NL01**

Why? Because residents win, and you do, too! Use these handy door hangers to announce that you're giving away a great prize, and that's the win for them. What's the win for you? They have to give you their latest contact info to enter, and bingo, your contact files are brought up to date so you can continue to communicate with them about all the other great benefits of making their home with you! Door hanger message reads: We have prizes waiting in the office and one of them might be yours! Simply fill out the information below\* and return it to the office by Sunday evening to be entered into a drawing for something special. Entries must include a name, one phone number, and an e-mail address. The drawing will be held on Monday and the winners notified by e-mail! Curious about the prizes? Give us a call! Thanks for being a valued member of our community!

\*As always, your personal contact information will be treated by our staff as entirely confidential.

# Resident Retention



**NEW**

## St. Patrick's Day Door Hanger Item #HH03 \$25.00

**100 Per Package**

Spread a little good luck with our fabulous four-leaf clover design this St. Patrick's Day and let your residents know how lucky you feel that they're part of your community! It reads: Happy St. Patrick's Day! We feel lucky to have you as a resident. From the Community Management Team!



## Independence Day Door Hanger Item # HH05 \$25.00

**100 Per Package**

July 4th is a day for all Americans to celebrate their pride, and a great opportunity for you to let your residents know that you're proud to be the community where they make their home! In bright, patriotic red-white-and-blue, this eye-grabbing door hanger reads: "As we celebrate the 4th of July, we would like our residents to know that we are proud that they are part of our community. Have a Safe and Happy Independence Day! From Your Community Management Team"



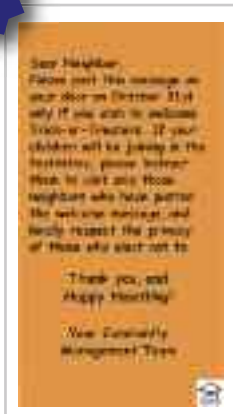
**NEW**

## Thanksgiving Thank You Door Hanger Item # HH01 \$25.00 100 Per Package

There's no better time to say thanks to your valued residents than on Thanksgiving, so take the opportunity by delivering this heart-warming seasonal message, wrapped in the beautiful colors of fall! The door hanger reads: "There is no time more appropriate to say thank you for making our community your home. Happy Thanksgiving! Your Management Team"



**NEW**



## Trick-or-Treaters Welcome

**Item # 999 \$25.00 100 Per Package**

If you're looking for an easy way to manage Trick-or-Treating at your community, simply distribute these handy door hangers to your residents a couple of days before Halloween. The easy-to-follow instructions on the back say it all for you: "Dear Neighbor, Please post this message on your door on October 31st only if you wish to welcome Trick-or-Treaters. If your children will be joining in the festivities, please instruct them to visit only those neighbors who have posted the welcome message, and kindly respect the privacy of those who elect not to. Thank you, and happy haunting! Your Community Management Team"



## Holiday Door Hanger Item # 1007 \$25.00 100 Per Package

Our festive holiday door hanger is the perfect way to deliver season's greetings to your residents! Just leave it on their door to wish them happy holidays, thank them for being a valued member of your community, and wish them a happy New Year! The door hanger reads: "One of the real joys of this Holiday Season is the opportunity to say Thank You for being a resident and to wish you the very best in the New Year. From the Management and Staff"

# Resident Retention

**WHAT'S YOUR IDEA OF A GOOD TIME?**  
 How often?  
 Do you go to the state fair (the fair community we currently rent for) that we need your help?  
 This survey is very, very important to us, because it tells us some things you already know. We need to use the information you provide us to develop a schedule of social events that is based on the interests and recreational activities you enjoy most. We recognize the value of your time and also enjoy opportunities to participate. Please complete the following questionnaire and return it to the management office at your earliest convenience. We intend to return the favor throughout the year with fun and exciting social activities that both you and your neighbors will enjoy! Thank you for your valuable input!

Age Group:  
 18-24  25-34  35-44  45-54  
 55-64  65+

According to community, what do you like best?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What else do you think would be a good community?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Do you participate in any?  
 No  Yes  Sometimes  Often

Basketball  Football  Soccer  Tennis  Golf  Swimming  Fishing  Gardening  Reading  Watching TV  Other \_\_\_\_\_

What is your favorite hobby?  
 Gardening  Reading  Watching TV  Other \_\_\_\_\_

What is your favorite sport?  
 Football  Basketball  Soccer  Tennis  Golf  Swimming  Fishing  Gardening  Reading  Watching TV  Other \_\_\_\_\_

What is your favorite time of day?  
 Morning  Afternoon  Evening  Night

Do you have a pet?  
 Yes  No

What is your pet's name?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you for helping us serve you better!

Is what you did last week your best week?  
 Yes  No

What would make you happy this week?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

When do you have time to do?  
 Monday  Day  Night  
 Tuesday  Day  Night  
 Wednesday  Day  Night  
 Thursday  Day  Night  
 Friday  Day  Night  
 Saturday  Day  Night

How do you spend your evening?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

What would you like to do this week?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Do you have a television?  
 Yes  No

Do you have a computer?  
 Yes  No

What is your favorite music?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you for helping us serve you better!

Front

Back

**NEW** Resident Survey Door Hanger  
 Item # NL13 \$25.00  
 100 Door Hangers

Increase participation in resident events and activities with this easy-to-use resident survey! The two-sided door hanger asks 14 questions that will give you a great picture of what your residents enjoy and when they're available for community activities!



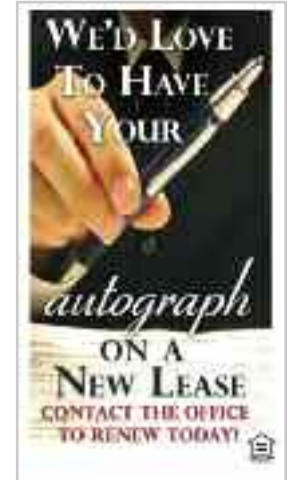
Front

To Stop By The Office?  
 To Pick Up Your Package?  
 To Pay Your Rent?  
 To Renew Your Lease?  
 To Call The Office?  
 Other \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Back

**NEW** Reminder Door Hanger  
 Item # NL19 \$25.00  
 100 Door Hangers

You'll put your finger on plenty of uses for this handy door hanger! The front asks "Did You Forget" and continues with check-off options on the back that read: "To stop by the Office? To Pick Up Your Package? To Pay Your Rent? To Renew Your Lease? To Call The Office?" as well as a check-option for "Other" and lines for you to add your own message.



**NEW** Patio Door Hanger  
 Item # NL20 \$25.00  
 100 Door Hangers

Show the residents living in your community that you appreciate their efforts! Doorhanger reads: "Roses are red, Violets are blue, Your patio looks so nice, We had to say thank you!"

**NEW** Package Door Hanger  
 Item # NL18 \$25.00  
 100 Door Hangers

Package notification never looked so good! Use this handy door hanger anytime you have a special delivery for your residents, including postal packages or gifts from your team! It reads: "We have a package in the office for you! Please stop by to pick it up. If you can't make it during office hours and would like us to slip it inside your front door, please let us know!"

**NEW** Autograph Door Hanger  
 Item # NL11 \$25.00  
 100 Door Hangers

Use this elegant door hanger when it's time to invite a resident to sign their new lease! It reads: "We'd love to have your autograph on a new lease! Contact the office to renew today!"

# Resident Retention

Apartment #	Resident Name	Phone Number	Unit #
101	John Doe	555-123-4567	101
102	Jane Smith	555-234-5678	102
103	Mike Johnson	555-345-6789	103
104	Sarah Brown	555-456-7890	104
105	David Green	555-567-8901	105
106	Emily White	555-678-9012	106
107	Chris Black	555-789-0123	107
108	Alexander Grey	555-890-1234	108
109	Isabella Pink	555-901-2345	109
110	William Blue	555-012-3456	110



## 2-2-3-3 Resident Retention Item # SP09 \$29.95

Based on Tami's renowned 2-2-3-3 formula for retaining residents, this fully pre-programmed Microsoft Excel spreadsheet is designed to help you keep all of the important data that you need to maintain, plan, and track important, meaningful, relationship- and retention-building contacts with your residents throughout the term of each lease! Simply enter the data requested and this amazing tool does almost everything ... the warm, professional, human element is all up to you; but we'll help you make sure you're making those touchpoints and continually showing residents that you're there and you care!



### Switch It! Door Hanger

100 per package \$15 Item # GG05

Door hanger message reads: We all appreciate our ceiling fans on hot days, particularly with a cold glass of lemonade; but did you know that the same fan that cuts summer electric bills by as much as 40% can also help out in the winter? Most ceiling fans have a little switch that changes the blade rotation. Counterclockwise rotation produces that pleasant summer breeze we crave, and clockwise rotation creates an updraft that sends warmer air down into your living space, cutting heating costs by as much as 10%! Switch it and you'll have a fan for all seasons!

Join our efforts to create a greener community ... small steps are all it takes!



### Park It!

100 per package \$15 Item # GG04

Door hanger message reads: Did you know that by taking public transportation to work instead of a car, a two-worker household can save up to \$6,000 in one year? If the bus route won't get you there, consider carpooling which reduces frustrating traffic congestion and greenhouse gases at the same time. Remember to turn off your engine instead of idling when waiting in a carpool lane because when a car idles for more than 30 seconds, it can actually put more greenhouse pollution into the air than when the car is moving. And, for really short trips, riding a bike is as great for the environment as it is for your body!

Join our efforts to create a greener community ... small steps are all it takes!



### Swap It!

100 per package \$15 Item # GG03

Door hanger message reads: Did you know that every Compact Fluorescent Light (CFL) that replaces an incandescent light bulb can save the energy equivalent over its lifetime of 50-60 gallons of oil? If every American used them, it would be like taking 800,000 cars off the road! CFLs use 25% of the energy of an incandescent bulb and last about nine times as long, or up to seven years, saving you up to \$32 per bulb in lower electricity costs, less frequent replacements, and sending fewer bulbs to landfills. Today's CFLs come in more sizes and shapes than incandescent ones, so it's easy to fit any lamp or fixture, including your ceiling fan. The next time an old fashioned bulb burns out, replace it with a CFL!

Join our efforts to create a greener community ... small steps are all it takes!



### Tune Up!

100 per package \$15 Item # GG06

Did you know that a clean air filter can improve your car's gas mileage by as much as 10%, and can save you 28 cents a gallon? Additionally, poor alignment can force your engine to work harder and wear out your tires, along with reducing fuel economy by as much as 10%. You can improve mileage by up to 3% just by keeping your tires properly inflated; and replacing a cracked gas cap can save you even more!

Join our efforts to create a greener community ... small steps are all it takes!

# Resident Retention



## Work Out!

**100 per package \$15 Item # HC01**

Door hanger message reads: Physical activity is necessary for good health. Besides helping with weight control, exercise strengthens your heart, improves circulation, helps prevent many illnesses, and makes it easier to do everyday activities; but many of us don't get enough exercise in our day-to-day lives. Fortunately, there's a great solution right here in our community! Don't procrastinate ... visit our fitness center today!

We all have choices. Thank you for making the choice to live in our community!

\*Remember to consult your physician before beginning a new exercise routine.



## Jump In!

**100 per package \$15 Item # HC02**

Door hanger message reads: Studies have shown that swimming can be four times more effective than running when it comes to burning calories. Water provides resistance, so your whole body has to push and pull, giving you a great, full-body workout. A relaxing swim is also a great way to unwind. Whether your goal is to burn lots of calories or just to relax, spending time in the pool is a great way to do it. See you at the pool!

We all have choices. Thank you for making the choice to live in our community!

\*Remember to consult your physician before beginning a new exercise routine.



## Pump Up!

**100 per package \$15 Item # HC03**

Weight training can be a great way to strengthen your whole body, including your heart! Think about it ... when your heart is stronger, it doesn't have to work as hard! Although experts recommend 30-60 minutes of total exercise per day, you can significantly contribute to your health and strength by devoting just 20 minutes of that total to weight training. See you in the community fitness center!

We all have choices. Thank you for making the choice to live in our community!

\*Remember to consult your physician before beginning a new exercise routine.



Front



Back

## Help Residents Make the Best Decision ... To Stay Door Hanger

**100 per package \$25 Item # NL08**

Residents often think about moving without fully realizing how expensive a move can be. This compelling door hanger details the cost to move, and makes residents see how "dollar wise" they are for deciding to stay!



## Welcome to Our Community Door Hanger

**100 per package \$25 Item # NL09**

There's nothing like a warm welcome to help a resident feel more comfortable in their new home. This charming door hanger starts retention off on the right foot, reminding residents that you ... their Professional Management Team ... are there for them if they have any questions or concerns about their new home.

# Resident Retention



## Going Up for More Space

**50 per package \$10 Item # WC01**

Door hanger message reads: Need to make room for a family addition? Wish you had a home office? Want a roommate? We have what you need! Call or stop by our office today and we'll help you find an apartment to accommodate all the important changes in your life. No need to come up with another application fee or security deposit ... we'll be happy to transfer them over to your new home.

We care about keeping pace with the changes in your life, so visit the leasing center today!



## Downsizing?

**50 per package \$10 Item # WC02**

Door hanger message reads: If you are considering a move to a smaller apartment home, please contact the leasing center to view available apartments that might better suit your needs. No need to come up with another application fee or security deposit ... we'll be happy to transfer them over to your new home.

We care about keeping pace with the changes in your life, so visit the leasing center today!



## Confidential

**100 per package \$15 Item # WC06**

Door hanger message reads: Because we know your identity and privacy are important to you, our community treats your personal information as entirely confidential. This extends to not sharing your address with visitors or delivery persons.

Please ensure that anyone who has permission to visit or deliver goods to your apartment has your correct address, as our staff will not release this information in the best interest of safeguarding your privacy.

The difference is clear. We care!

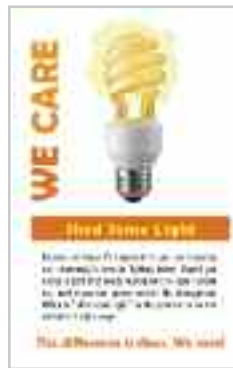


## Clean Scene

**100 per package \$15 Item # WC04**

Door hanger message reads: Because we know it's important to you, we cleaned our community's breezeways today. Should you find that they need attention before our next inspection, please contact the Management Office so we can send our staff sweeping through once again!

The difference is clear. We care!



## Shed Some Light

**100 per package \$15 Item # WC05**

Door hanger message reads: Because we know it's important to you, we inspected our community's exterior lighting today. Should you notice a light that needs replacement or repair before our next inspection, please contact the Management Office to "shed some light" on the problem so we can attend to it right away!

The difference is clear. We care!



## Keeping You in Your Comfort Zone

**100 per package \$15 Item # WC03**

Door hanger message reads: Because we know it's important to you, we inspected our community's exterior air conditioning and heating systems today. Should you notice a problem with the performance of your apartment's heating or air conditioning system before our next inspection, please contact the Management Office so we can keep you in your comfort zone!

The difference is clear. We care!

# Service and Maintenance Tools

**We'll Be Right Back!**



We've stepped out to show an apartment to our next new resident, but we're looking forward to helping you when we return at \_\_\_\_\_.



### Clock Card

Item # NL14 \$20.00 50 Cards

Tired of old, scratched-up generic "Be Back" signs that you've worn out until the hands always fall down to 6:30? Now you can use a fresh and perfectly professional-looking one every time! Draw the time on the clock face and write it in the blank at the bottom to give visitors both a visual and a textual cue of when you'll be back to serve them. The message reads: "We'll Be Right Back! We've stepped out to show an apartment to our next new resident, but we're looking forward to helping you when we return at \_\_\_\_\_!"



Front

How would you rate the service you received?  
 1 (Very Good) 2 (Good) 3 (Fair) 4 (Poor) 5 (Very Poor)

How often do you call for service?  
 Never  Rarely  Often

How satisfied are you with the service you received?  
 Very Satisfied  Satisfied  Dissatisfied  Very Dissatisfied

Comments:

Name: \_\_\_\_\_  
 Apt. No: \_\_\_\_\_  
 Date: \_\_\_\_\_

Back

### Maintenance Survey Door Hanger

100 per package \$25 Item # NL04

Great service is one of the biggest factors in a resident's decision to renew, and this door hanger is designed to find out exactly how they feel about the service they've received. Have your service technicians place this colorful door hanger face up to inform residents that they're conducting service inside the apartment home, and leave it survey-side up when they're done! Use the invaluable feedback you receive to tune-up your service efforts and build a lean, mean, retention machine!



**Just Checking**

We know you don't always have time to let us know when something needs our attention, so we're just checking on your service needs.

Front

**Check This Out!**

Just check any items that need attention and hang this on your door. We'll return it to the office within 48 hours and we'll begin working on your service request.

- Check Valve
- Furnace Filter
- Refrigerator
- Stove
- Dishwasher
- Garbage Disposal
- Leaky Faucet (Kitchen, Bath, other) \_\_\_\_\_
- Water Meter (check leak?) \_\_\_\_\_
- Leaky Toilet (Check Tank, other) \_\_\_\_\_
- Ceiling Leak (check room) \_\_\_\_\_
- Fencing or Air Conditioning Unit \_\_\_\_\_
- Easy Wash Door \_\_\_\_\_
- Stair/Walkway? \_\_\_\_\_
- Other \_\_\_\_\_

Comments: (to help you and help please describe the issue we checked)

\_\_\_\_\_

Name: \_\_\_\_\_  
 Apt. No: \_\_\_\_\_

Back

### Just Checking Door Hanger

100 per package \$25 Item # NL03

Residents don't always get around to reporting maintenance issues; so it's a good idea to regularly ask if anything in their apartment needs your attention. It's a fact that each time a resident moves out, they leave behind an average 7 repair issues that have gone unreported. Did that resident move because they were unhappy with the apartment? Don't wait until this happens! Use these great door hangers to let residents know you care about serving them by keeping their apartment in great repair, and make it easy for them to report an issue so your service department can step in and shine!

Multifamilypro's  
**Brainstorming Sessions™**  
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Trends Ideas Momentum Energy

**Leap Light Years Ahead!**  
*While the competition is still checking their watch.*

The greatest minds in history changed the world by studying the past, examining the present, and imagining a new future. Today, opportunities for dramatic change are everywhere. We named this year's Brainstorming Sessions "T.I.M.E. Machine: Trends, Ideas, Momentum, Energy" because the more we do, the more we know, and the faster and more dramatically things change as a result. In this accelerating environment, a failure to thrive is a failure to survive. *Are you prepared for what's coming next?*

This year, we've already seen dramatic changes in the way that we operate; and the coming year is going to bring even more drastic changes to leasing, marketing, training, and operations as we've known them until today; and Multifamilypro's Brainstorming Sessions will prepare you for that future by connecting you to the collective insight and creativity of our entire industry! You'll plug directly into the knowledge and experience of our past, valuable insights to our present, and a level of foresight that will turn you into your own futurist. You'll choose from two event components (Main Event and Executive) according to your responsibilities and needs, and receive the results that are most relevant to you. And, our "See it. Hear it. Do it." seminars deliver only the most timely technical, marketing, training, and operational knowledge and skills you and your team should be applying now to ensure your future success.

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**When:**  
September 13-16, 2011

**Where:**  
Renaissance Glendale Hotel & Spa, Phoenix, Arizona

**Who Attends:**  
Multifamily Professionals at all Organizational Levels

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## Order Form **COPY THIS FORM - SAVE THE ORIGINAL FOR FUTURE ORDERS!**

# OF UNITS	ITEM #	ITEM DESCRIPTION	UNIT PRICE	TOTAL

**NOTE: A confirmation of your order and an invoice or receipt will be emailed to you.**

**SHIP TO**

Ordered By \_\_\_\_\_

Company/Community \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail (Required) \_\_\_\_\_

**METHOD OF PAYMENT**

Check Enclosed  Bill Me - Purchase Order# \_\_\_\_\_

Credit Card: Mastercard Exp. Date \_\_\_\_\_ Visa Exp. Date \_\_\_\_\_

Card # (16 digits) \_\_\_\_\_ Security Code (3-4 digits on back of card) \_\_\_\_\_

Credit Card Billing Address (Street) \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Card Holder Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date of Order \_\_\_\_\_

<b>Merchandise Subtotal</b>	
<b>SHIPPING</b> (Add shipping charges see shipping chart below)	
<b>SUBTOTAL</b> <b>FLORIDA RESIDENTS ONLY</b> Add applicable sales tax	
<b>TOTAL</b> All payments must be made in U.S. funds	

SHIPPING CHART	
Merchandise Subtotal	UPS Ground or Priority Mail
Up to \$25.99	\$6.50
\$26.00 - \$60.99	\$7.50
\$61.00 - \$99.99	\$9.00
\$100.00 - \$149.99	\$12.00
\$150.00 - \$199.99	\$15.00
\$200.00 - \$348.99	\$20.00
\$349.00 - \$499.99	\$25.00
\$500.00 - \$648.99	\$35.00
\$649.00 - \$748.99	\$45.00
\$749.00 and Up	\$55.00