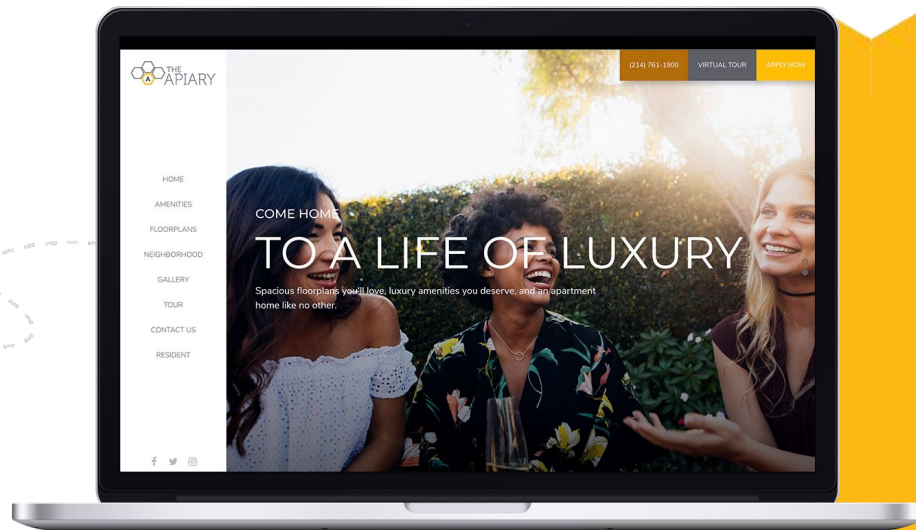


# Navigating the Tricky Timeline of Marketing Your Property



BeSwifty.com





**JON SIMPSON**  
Founder

**[jon@criterionb.com](mailto:jon@criterionb.com)**  
**214.477.9450**



# SPECIAL THANKS TO:



**Jacklyn Arnest, CAM**

Former Senior Director Of Marketing at DTN Management



**Chris Garcia**

Social Media & Marketing Manager at CAF Management



**Maddie Migis**

Former Digital Marketing Specialist at Legacy REI Group



**Dr. Tyler Billings, DBA**

Director of Revenue and Marketing at  
Hamilton Point Investments, LLC



**Airel Isaacson**

Former Marketing Manager at 180 Multifamily Management



# Giveaway Alert!

I'll also be asking you some pinpointed questions throughout this presentation and out of those who engage with me, I'll be giving away some fun freebies.



# First Giveaway Question!



**What is the most frustrating thing you deal with in marketing a property?**

# GOALS FOR TODAY

- Walk through the marketing timeline for your next new deal
- Discuss the importance of planning and budgeting for your property marketing
- Show you how the marketing investment you make in your property is a transferable asset
- Answer any marketing questions you may have



# Google Statistics to Know

**92.9%**

As of January 2023, Google owns 92.9% of the search engine market and processes over 8.5 billions searches per day

**46%**

About 46% of users on the Google search engine seek local information and almost 86% of those people use Google Maps to locate a business address.

**94%**

Local businesses receive 94% of calls from Google Business Profile on weekdays.

**64%**

64% of consumers have used Google Business Profile to find contact details of a local business.



# When Should Marketing Start?

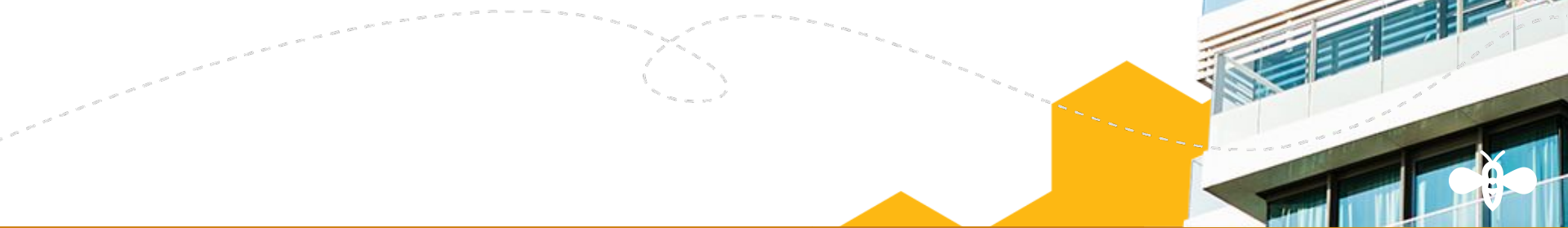




# THE MARKETING TIMELINE

DD

7-10 Days



# DURING DUE DILIGENCE

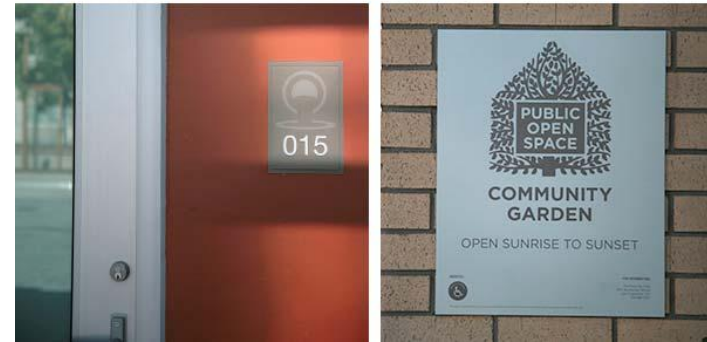
- Does the Property Have These?
  - Logo files
  - Brochures or other marketing materials
  - Floor plans/Site plans or any documentation for dimensions
  - Photography
  - Virtual Tours
  - Website

**INCLINE**45  
Apartments



# DURING DUE DILIGENCE

- Determine if a rename will be required
- Take a detailed look at all existing signage
- Confirm they have control of and access to the:
  - Google My Business account
  - Facebook/Instagram account
- All marketing contracts in hand



# THE MARKETING TIMELINE



# PRE-CLOSING



# PRE-CLOSING

- Set everything up in your property management system
- Complete any of the following that are needed:
  - Naming
  - Branding
  - Floor plans
- Build the Website - this typically happens 1 - 4 weeks before closing
- GMB access transferred
- FB account transferred

➤ If Possible





# PRE-CLOSING

- Design and Order Collateral
  - Business cards
  - Floorplan sheets
  - Siteplan
  - Brochure
  - Welcome Home Cards
  - Welcome Home Folders
  - Rackcard
  - Name Tags
  - Info Sheet/Property Flyer
  - Review Cards

26

AT  
CITY POINT



# PRE-CLOSING

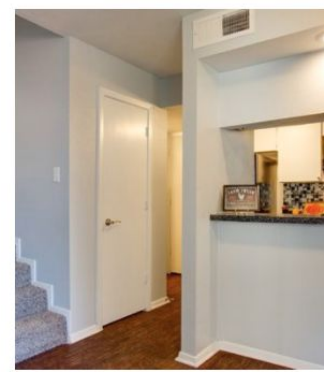
- Order initial promo items that will be needed at launch
  - Attention Getters
    - Vertical Banners
    - Wind Dancers
    - Balloons
  - Koozies
  - Keychains
  - Corn Hole Boards
  - Poop bags
  - Name Tags
  - Move-in gifts
  - Doormats



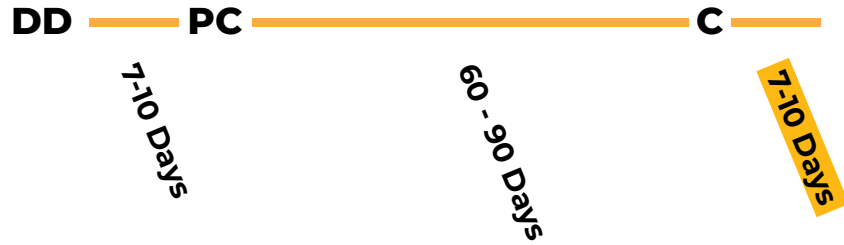


# PRE-CLOSING

- Schedule Photography if there are no Renovations
  - Interiors
  - Exteriors
  - Virtual Tours
  - Drone Footage
- Execute any ILS contracts so they can launch on the day of closing
  - Apartments.com
  - Zumper
  - Apartmentlist.com



# THE MARKETING TIMELINE



# CLOSING



# AS SOON AS YOU CLOSE!

- GMB complete the transfer and update the profile
- PPC Campaign setup and launch 3 month run
- Schedule Social Media Management Training for the property staff
- Follow Up with Any Leads and Prospects From The Previous Ownership
- Outreach marketing
  - City hall
  - Apartment Locators
  - Preferred Employers
- ILS updates
  - Apartments.com
  - Zumper
  - Apartmentlist.com
- Never forget about the value of **Resident Retention**

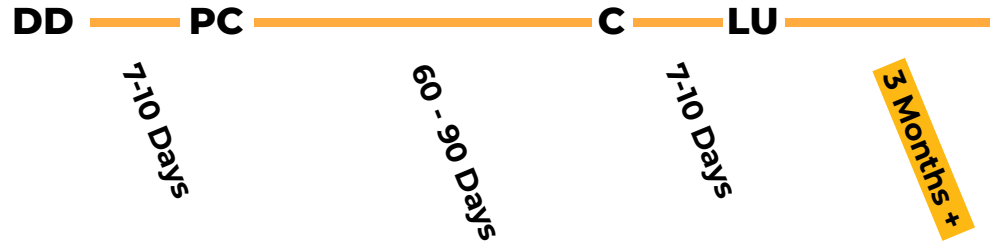


# RESIDENT RETENTION

- Building a strong community amongst your residents is one of, if not the most important ways to increase the length of time you retain a resident.
- Live up to your promises of better management
- Be responsive
- Random acts of kindness
- **ASK FOR REVIEWS!**



# THE MARKETING TIMELINE



# LEASE UP





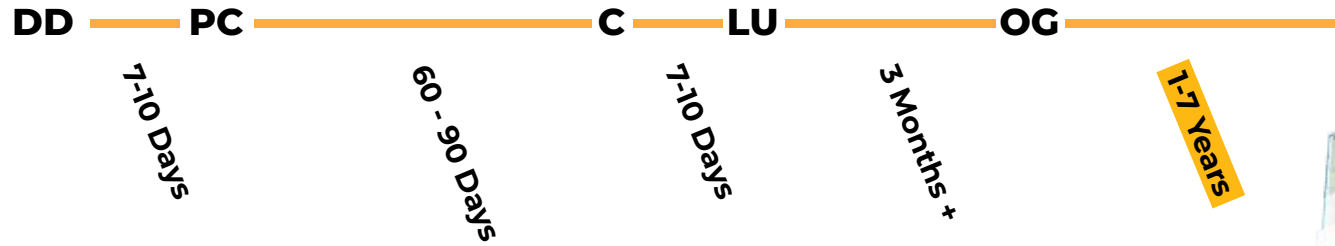
# LEASE UP

- Weekly or semi-monthly updates to Google My Business
- Paid Social ads and/or Adwords ads
- Direct Mailers (EDDM) to comps nearby
- Leasing offer attention getters so no one misses the office
- Collateral is all printed and in hand ready to pass out
- Digital tools on point, tested, and fully functional
  - Website
  - PMS - property management system
  - CRM - customer relationship manager
- Outreach
  - Major employers
  - Housing fairs
  - Apartment Locators
- Referral Program





# THE MARKETING TIMELINE



# ON-GOING



# ON-GOING

1. Google My Business updated & maintained
2. Social Media
3. Paid media such as Google Adwords or FB Ads
4. Monthly Outreach
5. Reprints of collateral materials as needed
6. Call Tracking



# TRANSFERABLE ASSET

- Thousands of dollars invested in brand equity that can and **SHOULD** increase the value of the property.
- Package the Brand and Brand Assets in a way that can easily be transferred to the next owner
- This will make you an even more attractive seller



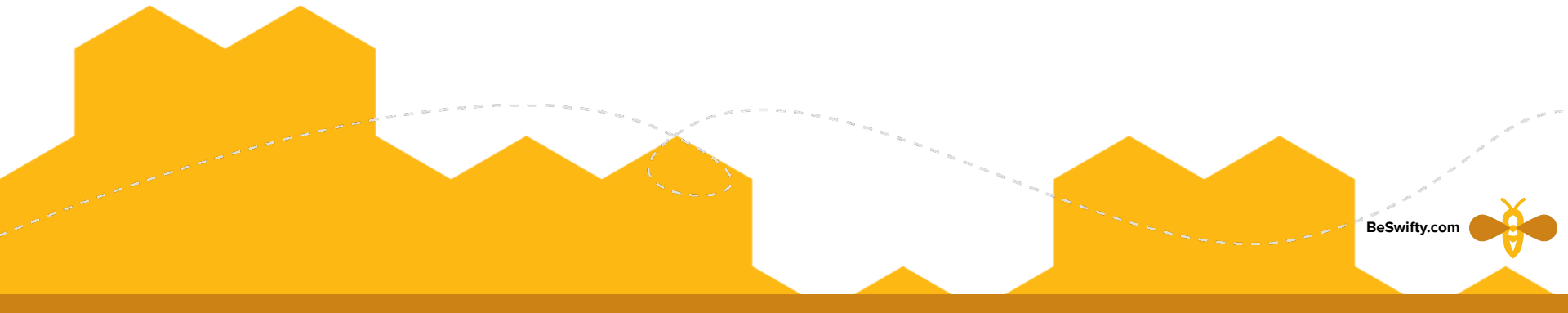
# WRAP UP

- Walk through the marketing timeline for your next new deal
- Discuss the importance of planning and budgeting for your property marketing
- Do you think your property marketing could be a transferable asset





**WE'RE HERE TO HELP**



If you're looking at acquiring a property this year, the website process should start 2-3 weeks prior to launch.

---

If you've already closed, your website is a marketing item you need to get on **ASAP**.

# Key Features of Swifty:

- Websites created in about an hour
- Built for both mobile and desktop
- The platform is easy to use
- Updates to your website can be made in seconds by yourself or within 24 hours by our support desk
- Content creation is mainly done by the tool





# Gray Lane was able to launch 9 property sites with Swifty.

---



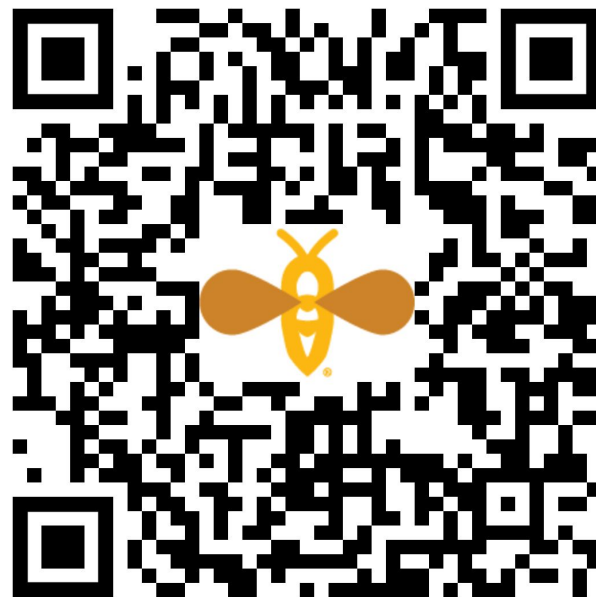
“ As a third party management company with a very lean marketing team, we've been able to launch excellent looking (responsive) sites very quickly and the CMS is flexible but simple enough that we can quickly make changes on the fly.

”



## Offers & Resources

**Scan the QR Code to  
get the offers and  
resources mentioned  
during the presentation.**



# Join our monthly newsletter for just \$10/mo!

- Detailed Breakdown of Current Multifamily Marketing Trends
- 25 Engaging Social Post Ideas for the Upcoming Next Month
- 5 Affordable Resident Event Ideas for the Upcoming Month
- 3 Pre-Designed Shareable Graphics
- New Marketing Resources From Our Team



**JOIN FOR \$10/mo & GET  
FEBRUARY'S NEWSLETTER TODAY**



# QUESTIONS?



# Connect With Me:

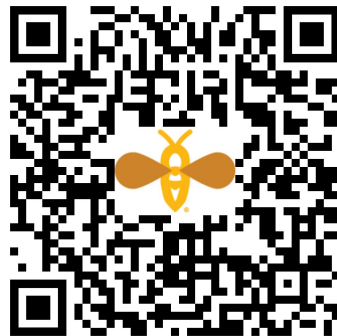
## JON SIMPSON

[jon@beswifty.com](mailto:jon@beswifty.com)

Mobile: 214.477.9450

[BeSwifty.com/](https://BeSwifty.com/)

Offers & Resources



Email Newsletter



Connect With Me:  
JON SIMPSON

