



Increase Your Income & Reduce Your Vacancy

12-MONTH RESIDENT RETENTION MARKETING ACTION PLAN

Since each management company uses different titles, this plan uses “Community Coordinator” as a generic term for the person responsible for the task.

Time Frame	Retention Strategy	Suggested Action
Prior To Move-In	New Resident Orientation	Review the lease including all addenda and resident policies. Answer all the resident’s questions.
Move-In Day	Staff Member escorts resident to new home and shows amenities.	Explain and demonstrate the features of the new home and community amenities. Offer a Move-In Gift.
7 Days After Move-In	Community Coordinator: Move-In Checklist and Move-In Questionnaire	Community Coordinator completes requests on Move-In Checklist and reviews Move-In Questionnaire.
10 Days After Move-In	“Warm and Fuzzy” phone call or personal stop at the apartment by Community Coordinator	Community Coordinator calls or stops by the apartment of the new resident to see if he or she needs anything or has any questions.
14 Days After Move-In	Maintenance Introduction	Maintenance confirms that resident understands how to use appliances in the apartment and reviews the maintenance request procedure.
30 Days After Move-In	Property Manager Contact	Property Manager sends a welcome letter to the resident.
60 Days After Move-In	Mail Satisfaction Questionnaire	Check the resident’s satisfaction of community and home through a questionnaire.

Contact Occupancy Solutions for your solutions today! 1-800-865-0948
www.occupancysolutions.com



Increase Your Income & Reduce Your Vacancy

90 Days After Move-In	“Warm and Fuzzy” Contact	Send a card to the resident from your team and have each staff member sign the card.
During Lease Term	Ongoing Contact	Send newsletters, flyers, and invites for events. Also, follow up on service requests for satisfaction concerns and conduct resident events.
180 Days After Move-In	“How Are We Doing” Questionnaire	Send out a short questionnaire for the resident to provide feedback.
During Lease Term	Ongoing Informal Contact	When staff meets the resident in the hallway, at an event, or at rent payment time, ask how things are in the apartment and if any service requests need to be written.
180 Days Prior To Lease Renewal	Resident Appreciation	Put a flower or seasonal gift on the doorstep of the resident’s home with a note that says they are special. Have it signed by all the staff at the community.
120 Days Prior To Lease Renewal	Early Renewal	Send Letter to resident offering an “Early Renewal Bird Special” such as a small gift, carpet cleaning, or a lower increase on rent.
90 Days Prior To Lease Renewal	“We Want You to Stay” Card	Send a card signed by all staff.
60 Days Prior To Lease Renewal	“We Want You to Stay” Phone Call	Telephone call by the Community Coordinator to resident about the upcoming renewal.
45 Days Prior To Lease Renewal	Official Renewal Letter	Send renewal letter.
30 Days Prior To Lease Renewal	Renewal Preparations	Community Coordinator requests the resident make an appointment to sign the new lease.

Contact Occupancy Solutions for your solutions today! 1-800-865-0948
www.occupancysolutions.com



OCCUPANCY
SOLUTIONS, LLC

Increase Your Income & Reduce Your Vacancy

14 Days Prior To Lease Renewal	Final Contact	Community Coordinator calls or visits the resident if he or she has not responded.
--------------------------------	---------------	--

Contact Occupancy Solutions for your solutions today! 1-800-865-0948
www.occupancysolutions.com