

# **APARTMENTLIFE**™ **PROGRAM ROI OVERVIEW**





O MORE **CONSUMERS TRUST ONLINE REVIEWS COMPARED TO JUST A YEAR AGO** 

(Bloomberg Business Week)



(Statisfacts Resident Survey)



3% of prospects use ratings and reviews for their apartment search (JTurner Research)



**INCREASED ONLINE REPUTATION** RATING BY 189

Pilot of 20 Apartment Life properties







CONNECTEDNESS



**CONSIDER A COMMUNITY** WITH LESS THAN 3 STARS (Rainmaker Research) **SAVES EACH** COMMUNITY CUPS OF COFFEE A DAY

(Ellis Group / Estimated savings of \$450/day)



ONE OF THE TOP 5 DRIVERS FOR





**RENEWALS IS** 

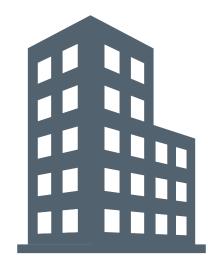
(Statisfacts Resident Survey)

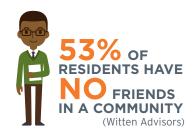


**THROWS** 



**RENEWAL AMONG RESIDENTS OR MORE FRIENDS** 





**INFLUENCES** per year per property

# REDEFINING THE RESIDENT EXPERIENCE

**Apartment Life is redefining the resident experience through relationships.** Apartment Life offers onsite and offsite programs that can be tailored to meet the specific needs of your community. We serve everything from high-end downtown communities to workforce housing. All of our programs are Fair Housing Compliant.

# - Jumpstart Your Online Reputation

Ninety percent of apartment shoppers are more likely to consider a community with strong positive reviews, and one in three multifamily industry leaders say managing online ratings/reviews is among the top three challenges facing them today. Apartment Life Coordinators are in a perfect position to invite residents to share about their experiences - and increase your number of positive comments - through organic touch points.

## Increase Your Resident Retention From Day One

Research shows a strong correlation between move-in satisfaction and retention. Apartment Life Coordinators work hard to welcome new residents and help them get plugged into the community by inviting them to events. Coordinators employ a variety of tactics, from visiting new residents personally to hosting events catered toward new residents, or those up for renewal. Apartment Life can partner with your management staff to cater our services to the unique needs of your community.

# - Improve Resident Satisfaction Through Connections

Witten Advisors found that increasing a resident's friendships within their apartment community almost doubles their likelihood to renew. Your management staff is busy. Let Apartment Life help connect residents and build community through hosting amazing monthly events.



#### WELCOME

Apartment Life Teams welcome each resident and assess their move-in experience, which can then **enhance your online reputation.** 



#### CONNECT

Apartment Life Teams help residents connect and cultivate friendships by planning social activities around common interests. Increasing friendships almost doubles residents' likelihood to **renew their leases.** 



#### CARE

Apartment Life Teams provide a caring touch—as an extension of the onsite staff—with the help of a network of community support for residents in times of need. Special touches like these help **improve resident satisfaction.** 





### **RENEW**

Apartment Life Teams **connect with residents** prior to renewal to assess satisfaction, uncovering any issues that might put retention at risk



For more information on our onsite and offsite programs, visit apartmentlife.org