



APARTMENTLIFE™

BREATHING *Life* INTO APARTMENTS



Community is good for both people and business. Unfortunately, many apartment residents living in multifamily communities feel completely disconnected from their neighbors.

Apartment Life helps apartment owners care for residents by connecting them in relationships. This, in turn, helps improve the community's financial performance through online reputation, resident satisfaction, and resident retention.



Our Program

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, in big cities and smaller suburbs. We can tailor our program to fit the unique needs of your residents.

APARTMENT LIFE WILL

Jumpstart your online reputation

Ninety percent of apartment seekers are more likely to consider a community with strong positive reviews. 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. Our coordinators employ a variety of tactics, from visiting new residents personally to hosting events catered toward new residents, or those up for renewal. This is just one way that 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 our amazing monthly events and intentional acts of care.



Apartment Life offers a unique lease-up program that helps drive additional qualified traffic to the community, build a quicker online presence, and assist with outreach marketing and networking events.

APARTMENT LIFE'S

Onsite Program

In our onsite program, we typically place 1 - 2 Apartment Life Coordinators to live in the apartment community. They welcome every new resident as they move in, throw all the parties and events, and look for opportunities to care for neighbors through special life events, such as the birth of a child or the loss of a job. The apartment owner provides one free 2-bedroom, 2-bathroom unit for the team to live in, a monthly event budget, and a monthly program fee.



APARTMENT LIFE'S

Offsite Program

In our offsite program, we provide an Apartment Life Coordinator to organize a broad array of events, which can feature anything from after-school programs for kids, adult education classes, health and wellness activities, and of course, fabulous parties. With our offsite program, our coordinators are not required to live onsite and instead are paid an hourly rate to coordinate the program. The apartment owner also provides a monthly event budget and a monthly program fee.

“Our Raving Fans

“Community outreach and making our residents feel welcomed, appreciated, and at home is vital to our **resident retention** and ultimately, our success. We couldn't be more pleased with the results we get with Apartment Life.”

Todd Farrell, President, Lennar Multifamily

“Pinnacle uses Apartment Life to **significantly impact bottom-line performance** and positively impact our residents' lives. Their teams help reduce turnover while encouraging, connecting, and loving on our residents.”

Rick Graf, CEO, Pinnacle

“We have been incredibly impressed with the Apartment Life Team at our newest lease-up development. Apartment Life has been instrumental in helping to create not only a sense of community for our residents, but also in generating a brand awareness to the surrounding neighborhoods and local businesses. I am confident that the partnership with **Apartment Life is playing a critical role in helping us execute our business strategy and lease-up goals.**”








Wendy Tucker, Regional Vice President, CF Real Estate Services, LLC

“Over the years, Witten Advisors surveys have consistently found that **Apartment Life substantially raises both resident and staff satisfaction.** Across each of the dozens and dozens of properties surveyed, both residents and staff rate their property's sense of community much higher than other properties where they've lived or worked. This affinity results in improved resident retention and better financial results.”

Ron Witten, Witten Advisors CEO

“Over the course of three weeks, the Apartment Life Team at Post Addison Circle was able to **make a strong online presence** in the form of 25 positive reviews on platforms like Yelp, Google, and ApartmentRatings.com. Additionally, we saw the rating on ApartmentRatings.com rise from 75 to 80 percent approval, way over the Addison area average of 70%.”

CONTACT INFO

-  facebook.com/liveapartmentlife
-  twitter.com/aptlife
-  instagram.com/aptlife
-  linkedin.com/company/apartment-life
-  apartmentlife.org
-  817-685-2963
-  clients@apartmentlife.org

All of our programs are Fair Housing compliant