

To Inform, Educate and Bring Together Members of RHA NextGen



A Message from Courtney Mathiowitz and Jared Gardner Co-Chairs of NextGen:

On behalf of all of RHA and its associates, we want to thank you for being part of NextGen in 2018 - we are truly excited and looking forward to sharing upcoming 'First Look' events, networking opportunities, educational sessions and more! We will be publishing this newsletter throughout the year to provide NextGen members with industry updates, tips and resources for you to use. We can't wait to see you soon!

"Drones Could Present Opportunities for Apartment Operators"

NAA National Spotlight

Whether it's for marketing purposes, construction monitoring or inspections - property managers and marketing professionals in the industry are turning to drones to capture amazing footage showcasing a community's full beauty and immediate surrounding neighborhood.

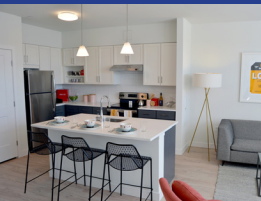


Over the last five years, the multifamily industry has seen a shift in how content is marketed. Video has dramatically jumped the hierarchy of marketing tactics and will only continue to grow.

While drones certainly can't gather interior shots - they do provide unique and striking views of exterior spaces. Drone technology allows for sweeping fly-around views of outdoor amenity spaces, building views, city/vista backgrounds, parking and also what local businesses are in close proximity to your property.

There are a number of vendors both locally here in Boston - and nationally who specialize in drone-based photography and video. If you have a property that you want to show off, then drone footage will be perfect for you!

image from MultiHousingNews.com



NextGen New Community Spotlight

THE MASTLIGHT

Weymouth, MA - Corcoran Management

With lavish apartment finishes such as quartz countertops, stainless steel appliances, NEST thermostats, vinyl flooring, expansive windows, two-tone cabinetry and private laundry - each one of the 265 apartments at The Mastlight offer a high-end place to call home.

Amenities include a massive fitness/health club facility, yoga studio, entertainment kitchen, outdoor pool, cabana and grilling area, and on-site MBTA Commuter Rail access



Welcoming Kate Franco - 2018 RHA President

On January 17th, Kate Franco (2nd from Left) was ushered in as the 2018 President of RHA Boston. Kate serves in her daily duties as Chief Executive Officer of Trinity Management. We look forward to the amazing ideas and vision that Kate will bring to all aspects of RHA.

Upcoming RHA and NextGen events

Feb. 8th - NextGen Planning Committee Meeting

11:00AM - Corcoran Management Offices, 100 Grandview Rd Ste 205 Braintree, MA

Feb. 13th - RHA Outing Boston Bruins vs Calgary Flames

Feb. 27th - CAPS Credential Course

Feb. 28th - Breakfast Buzz & Biz: Apartment Lead Generation

Mar. 7th - Don't Act Your Age! How to Succeed in a

Lease-Up Market & Maximize More Leads

We encourage and welcome any current NextGen members to join us at our Planning Committee meetings!

Contact Josh Cooke at jcooke@gbreb.com for more details