

To Inform, Educate and Bring Together Members of RHA NextGen



RHA Spring Marketing Event: Don't Act Your Age! How to Succeed in a Lease-Up Market

Featuring Special Guest Speaker
Amy Kosnikowski Dilisio

Principal & Founder - Quintessential Marketing & Training

Before 2' of snow descended upon the Boston area on March 7th - a large gathering of leasing and marketing professionals attended the annual RHA Spring Marketing event at Lombardo's in Randolph for a morning of education and fun!

Competing against a new lease-up with luxury finishes, Fitness OnDemand, outdoor roof deck and a rath of other new-age amenities is a challenge for older properties. But as Amy told attendees, there are a number of tactics that community staff can implement to market and maintain occupancy in competing against brand new lease-ups!

Amy introduced a variety of discussion and brainstorming activities in which leasing agents and property managers identify "pro's" and "con's" of their property in comparison to a lease-up. Even the oldest of properties have benefits compared to the shiny new community down the street. Those benefits may include *free parking, easier access to major roads, included utilities, cozier floorplans, less noise* - and much more, all you have to do is put your thinking cap on!

To learn more about Amy and her marketing & training ventures, visit her company's website at www.theqstandard.com and www.watchyourbusinesssprout.com

"The Value of a Follow-Up Maintenance Call"

by Lori Hammond

Maintenance calls should not end when the washer and dryer is fixed and the technician locks the door - it is important to check in with the resident afterward.

"Calling as a follow-up isn't about checking up to see if maintenance did the task correctly. With professionals, taking pride in their work, the follow-up call is not checking up on maintenance. It's confirming the residents are satisfied."



Certainly - it can be a challenge for larger properties that have a high-volume workload of maintenance requests. Because of this it may be practical to use a percentage or a specific number of calls each week. Giving residents an opportunity to respond creates ownership in their attitude about their apartment home.

"In addition, receiving positive feedback is an opportunity to solicit for reviews. Comment cards, or the service request form left in the residents home can ask for the resident to share their positive experience on social media or other online review forums."

image from NAAHQ.com

NAA National Spotlight

NextGen New Community Spotlight

HANCOCK ESTATES

Chestnut Hill, MA - Chestnut Hill Realty

Newly constructed and boasting high quality finishes and amenities, Hancock Estates has some of the finest luxury apartments in the Boston area. 88 one-and-two-bedroom feature bright and airy open concept floor plans, 10' ceilings, key pad controlled lighting and window coverings, hardwood floors, spa-like bathrooms and gourmet kitchens

Amenities include concierge, state-of-the-art gym, resident lounge, videoconference room, movie theater, grilling room and only being a short drive to upscale shopping!

Upcoming RHA and NextGen events

Apr. 26th - First Look at The Mastlight

4:00PM - The Mastlight - 10 Patriot Parkway - South Weymouth, MA

Looking to attend First Look? - Please reach out to Josh Cooke at jcooke@gbreb.com to sign up!

May 1st - Red Sox Outing vs Kansas City Royals

May 5th - Harborpoint 5K Hosted by Corcoran Jennison

June 4th - Spring Golf Outing | Framingham Country Club

June 6th - Breakfast Buzz & Biz: Amenities Trends

August 11th - RHA Summer Cookout | Gillette Stadium

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