



AAGW

**APARTMENT ASSOCIATION
OF GREATER WICHITA**



Online Reviews & Social Media



J Turner Research recently conducted a study with new residents at apartment communities, and out of those surveyed:

- 70% decide to visit a property with a higher reputation score
- 73% said reviews affected their decision to rent
- 89% used review sites to narrow down their search and make a final selection

Bottom line? Reviews matter, and as a result, reputation management is a continued mainstay for the rental housing industry and the integral connection between the marketing and operations of a community. In a 2017 study, Fogelman Properties compared the performance data of its top performing properties based on average user-review rating and found those communities with a higher approval rating also enjoyed higher net closing ratio, lower turnover rates, fewer canceled applications, higher renewal increases and higher average rental income increases.

The impact of the user review on operational results will be an interesting metric to consider for the coming year as experts agree: reputation management should not exist in its own silo. Instead, both operational and marketing teams are now required to consider how their day-to-day online and on-site interactions with residents can pay off down the road with positive online feedback. For marketers, reviews are akin to keeping an ear to the ground as an essential educational piece of the communication cycle. On the operational end, online feedback provides an opportunity to enhance the community experience for long-term retention and acquisition, provided the feedback is properly distilled, digested and added to the internal workflow.

Member of the Month

By: Rhiannon Giffin, Key Management

In the last 24 years Pat Lickiss has gone from part-time leasing agent in western Kansas to her current position of Regional Manager and Director of Compliance for Weigand-Omega Management right here in Wichita. Pat also serves on the AAGW Board of Directors where she recently took on the role with the Executive Committee as Treasurer.

What has kept Pat in this industry is the same today as it was in the beginning, the chance to provide excellent housing for her clients. "It is so awesome to meet some really great people and have the opportunity to serve these residents and prospects" Pat said. Her compassion for people also carries over to co-workers where she strives to be the best leader for them as possible. She is proud of the great people she gets to work with every day and challenges herself to help provide the educational opportunities to help both herself and them grow as leaders.

Pat is actively involved with both IREM and the AAGW and began doing so to get better acquainted with industry leaders. While she believes the AAGW is a great platform for managers to exchange ideas with each other, she does see room for growth through honesty. "I think we need to communicate with truths on occupancy, property struggles, marketing and have more round tables for the managers to share their ideas."



Pat Lickiss
Weigand-Omega
Management



The Grapevine

Saying Goodbye - Alisha Ream



After 16 years with Case & Associates, Alisha Ream will be taking a new career path in the world of health and nutrition. We wish you luck on your new adventure and the industry will miss you, thank you to all your contributions over the years!



Movin' On Up - Megan Baugh

Congratulations to Megan Baugh with Monarch Investment and Management Group who was recently promoted to manager of Hearth Hollow Apartments in Derby. Much deserved, you will do great!



New Places - Maegan Thornton

Key Management welcomed a new member to their team as Maegan Thornton started as Property Manager of High Point East Apartments. Best wishes on the change Maegan, seems like a great fit.

NALP



We are excited to announce that this September we will be offering a NALP course taught by Advanced Instructor Katie Rigsby. Once completed you will have the opportunity to earn your NALP credential and boost your career!

This in-depth class will give the tools to improve generating traffic, qualifying tenants, overcoming objections from prospects and current residents and much more.

Registration is now open at www.myaagw.com

NATIONAL APARTMENT LEASING PROFESSIONAL®

Monthly Membership Meeting

Thursday, May 17th at Abode Venue
Members-\$27, Non-Members-\$47
Registration open until May 15th

Ready or not pool season is arriving. Join us on May 17th and learn what mistakes to avoid so you do not have to hang to dreaded *Pool is Closed* sign this summer.

This meeting will also feature the next in our series of Back to Basics topics, Showing off Your Property. Learn what the latest trends are in curb appeal and how your property can be improved, even on a strict budget.

Spotlight Vendor: Furniture Options



ROUND FOR THE RED



AAGW's annual Round for the Red golf tournament is set to return to Tallgrass Country Club on Friday, June 8th. Entering its 14th year, the event brings apartment and supplier members together to benefit our local chapter of the Red Cross. In total the AAGW and its members have been able to contribute nearly **\$275,000** to help those in need.

If you are interested in sponsorship or volunteer opportunities for this event please email roundforthered@gmail.com.

UPCOMING EVENTS

Register Today at myaagw.com!

Thursday, May 10th, 11:30 am — 1:00 pm
Westlake Ace Hardware
Board of Directors Meeting

Friday, May 11th, 11:30 am — 1:00 pm
The Anchor
New Supplier Success Luncheon

Wednesday, May 16th, 12:00 pm — 1:00 pm
Furniture Options
Suppliers Council Meeting

Thursday, May 17th, 11:30 am — 1:00 pm
Abode Venue
Monthly Membership Meeting: Pool Maintenance

Thursday, June 7th, 11:30 am — 1:00 pm
Furniture Options
Board of Directors Meeting

Friday, June 8th
Tallgrass Country Club
Round for the Red Golf Tournament

Wednesday, June 20th, 12:00 pm - 1:00 pm
Furniture Options
Suppliers Council Meeting

YOUR AAGW AMBASSADORS

GERON SMITH • General Manager
Phone: (316) 377-0277
gsmith@actcat.com

ADVANCE CATASTROPHE TECHNOLOGIES

ERIC FAHNESTOCK • Franchisee
Phone: (316) 655-4303
Eric@OxiFreshKS.com

OXI FRESH CARPET CLEANING

TOM STEWART • Sales Representative
Phone: (316) 942-0188
Sherwin.ict@gmail.com

SHERWIN WILLIAMS

JESSE BARG • Owner
Phone: (316) 990-8236
support@truebluecrewllc.com

TRUE BLUE CREW

BETTY WARES • ARD Sales
Phone: (316) 941-4040
B.Wares@metroappliancesandmore.com

METRO APPLIANCES & MORE

CHRIS RICKERSON • President
Phone: (316) 202-2082
chris@wichitastaffing.com

ELITE STAFFING SOLUTIONS

JEREMY PARKS • Business Development
Phone: (316) 670-9722
JParks@FurnitureOptions.com

FURNITURE OPTIONS

DAVID PFAFF • Commercial Sales Manager
Phone: (316) 259-4876
dPfaff@WestlakeHardware.com
WESTLAKE ACE HARDWARE

PEGGY AVILEZ • Customer Service Rep
Phone: (316) 262-7378
pavilez@americanpestonline.com

AMERICAN PEST MANAGEMENT



BETTY WARES
ARD SALES

3545 N. Hillside
Wichita, KS 67219
316-941-4040
800-536-5030
Fax: 316-941-4050
Cell: 316-461-7472

b.wares@metroappliancesandmore.com
metroappliancesandmore.com

TULSA • OKLAHOMA CITY • EDMOND • WICHITA • JOPLIN
SPRINGFIELD • LITTLE ROCK • SPRINGDALE • JONESBORO



ACT Putting your world back together!
Advance Catastrophe Technologies, Inc.

Fire Water Storm Mold Trauma

www.inedACT.com
24/7 Emergency Response >>> 316-262-9992



Emily Telfer
MDU ACCOUNT MANAGER

901 S. George Washington Blvd.
Wichita, KS. 67211
316-260-7328 tel
316-249-9532 cell
emily.telfer@cox.com



360 E William, Suite 101 | Wichita, KS 67202
T: 316-655-6544 | E: orders@flamingoink.co
flamingoink.co



COPY & PRINT | FLIERS | BUSINESS CARDS | PRESENTATIONS | +MORE



Ph: (316) 665-6575
Fax: (316) 223-1038
Esther@RealtyJobs.com
www.RealtyJobs.com
300 W. Douglas Ave. - Suite 122
Wichita, KS 67202

Esther Mills
General Manager

www.RealtyJobs.com



Service Passion Respect Integrity Teamwork Excellence

David Pfaff

Business Development Manager
dpfaff@westlakehardware.com

Wichita
316.259.4876

WELCOME TO LIFE ... WITHOUT PESTS!

Peggy Avilez
Customer Service Representative
pavilez@americanpestonline.com
WICHITA, KANSAS
PHONE (800)748-8287 LOCAL (316)262-7378
WWW.AMERICANPESTONLINE.COM



CURSTIN JINKENS
ESTIMATOR
PAVING MAINTENANCE

curstin.jinkens@cornejocorp.com

2060 E. TULSA
WICHITA, KS 67216
316-522-5100 OFFICE
316-522-8187 FAX
316-617-4759 CELL



Renting furniture, housewares & electronics within one business day.
1336 E. Douglas | 316.263.5750 | FurnitureOptions.com



KIMBERLY ROBERTSON
ARD SALES

k.robertson@metroappliancesandmore.com
www.MetroAppliancesAndMore.com

3545 N. Hillside
Wichita, KS 67219
316-941-4040
800-536-5030
Fax: 316-941-4050
Cell: 316-519-4383

TULSA • OKLAHOMA CITY • EDMOND • WICHITA • JOPLIN
SPRINGFIELD • LITTLE ROCK • LOWELL • JONESBORO