




# AAGW

## APARTMENT ASSOCIATION OF GREATER WICHITA



### Effective Email Marketing Do's & Don'ts

Emails are an essential component of apartment community marketing, but like everything else involved with leasing, it's an art form.

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- **Do send a personal, one-off email.** When you receive a notification that a prospect is interested in moving in on a particular date, send a quick note to say hello and introduce yourself. Not only is it more likely to catch the prospective resident's attention, he or she is more likely to respond—even if it's to tell the marketer that other arrangements have been made—which will boost engagement marks.
  - **Don't address the prospect using his or her first and last names together.** Nothing says impersonal template more than that. Pick something more natural—either the prospect's first name or, if you prefer something more formal, Mr./Ms. with his or her last name.
  - **Don't get caught up in the sales message.** If prospects contact you looking for a one-bedroom apartment, don't reply to them with every deal under the sun. Before you know it, it's a 10-paragraph email that no one would ever read. If a prospect asks you a question, be intentional about your response.
  - **Remember to offer a tour.** Leasing teams are very good at onsite tours, so provide every opportunity to interact face to face with prospects by setting up a tour of the apartment community. Provide suggested dates in your emails.
  - **Do respond promptly.** Most sales teams note that responses should be crafted and sent within minutes of receiving an inquiry, but the reality is that teams often take days or even weeks to contact prospects. Even if there are valid reasons for the delays, make efforts to improve timeliness.
  - **Don't let the conversation end.** Some questions have simple answers—for example, inquiries about monthly rent prices—but, in addition to providing the requested information, ask questions to continue the conversation. Asking if someone would like to schedule a tour is a good option, but any open-ended question that gets the prospect closer to signing a lease can work. The most important component of effective email marketing is letting it happen organically.

## Member of the Month

By Rhiannon Giffin, Monarch Investment & Management Group

We are happy to introduce Elise Harper, Administrative Assistant for Builders Inc and newly appointed AAGW Board of Director, as our Member of the Month. Elise joined the apartment industry in 2005 while looking for a job that met the needs of her family, a friend of hers worked at a management company who had an opening and encouraged her to apply. After landing the job, Elise knew she had made a great choice, "The camaraderie and the spirit of teamwork was so strong, we were a really good team."

What she enjoys most about the industry is the tight bond each management company has with their employees, "It is thrilling to see other companies have the same drive and spirit of teamwork as what we have at Builders." This support is on display each year at Maintenance Mania where Elise has become the driving force behind Builder's cheering section, who can forget the drum section this year? But her favorite AAGW experience is the Star of Excellence Awards, "The Star of Excellence is a glamorous event and contributes to establishing the AAGW as a professional organization."

Elise is enthusiastic about joining the Board of Directors and believes in the vision of the AAGW. "I believe we are better as an industry as a whole when we merge together as part of the AAGW. This industry is so important and I would love to see the increased quality of education provided to continue for the members. I am excited to see where the AAGW will go this year!"



**Elise Harper**  
**Builders Inc**



## Introducing Your 2018-19 Board of Directors

President - Leah Thibault, *Maxus Properties*

President-Elect - Rhiannon Giffin, *Key Management* · Vice-President - Amanda Heenan, *Case & Associates*

Secretary - Jessica Albers, *Weigand-Omega* · Treasurer - Rachell Reeves, *Builders Inc*

Suppliers Council President - Kim Robertson, *Metro Appliances & More* · Stacie Becker, *BPO5 Ventures*

Jessica Bentley, *Timberland Partners* · Rachel Deese, *Builders Inc* · Samantha Dubree, *Weigand-Omega*

Steven Dunlavy, *Weigand-Omega* · Eric Fahnestock, *Oxi Fresh Carpet Cleaning* · Elise Harper, *Builders Inc*

Tracy Mathis, *Case & Associates* · Jeremy Parks, *Furniture Options* · David Pfaff, *Westlake Ace Hardware*

Jonathan Reiter, *Belfor Property Restoration* · Anne Shoemaker, *Monarch* · Jeanie Sikes, *Key Management*

Tom Stewart, *Sherwin-Williams* · Sheila Tasker, *Monarch* · Danny Telford, *Acute Construction*



Thank you to everyone who was able to join our membership events last month! We held our Annual Meeting where our new Board of Directors were installed, the meeting featured keynote speaker Ford Saeks, CEO of Prime Concepts Group. The following week members gathered to show off their skills at Paint the Towne where they painted a portrait of the Wichita skyline.



# SEPTEMBER 20TH Sensory Sales



**Membership  
MEETING**



# SEPTEMBER 21ST TOP 10 Fair Housing FAILS

*With Katie Rigsby*

## COMMUNITY AMBASSADORS

## UPCOMING EVENTS

**Friday, September 14th, 9:00 am - 1:00 pm**

The Alley  
Board of Directors Orientation

**Beginning Monday, September 17th**

Build U  
NALP Credential Course with Katie Rigsby

**Wednesday, September 19th, 12:00 pm - 1:00 pm**

Furniture Options  
Suppliers Council Meeting

**Thursday, September 20th, 11:30 am - 1:00 pm**

Abode Venue  
Monthly Membership Meeting: Sensory Sales

**Friday, September 21st, 9:00 am - 12:00 pm**

Build U  
Top 10 Fair Housing Fails

**Thursday, October 11th, 11:30 am - 1:00 pm**

Metro Appliances & More  
Board of Directors Meeting

**Friday, October 12th, 12:30 pm - 4:00 pm**

Abode Venue  
AAGW Reverse Trade Show

**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**

**ESTHER MILLS** • General Manager  
Phone: (316) 665-6575  
esther@realtyjobs.com

**REAL ESTATE PERSONNEL**

**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  
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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

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curstin.jinkens@cornejocorp.com

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316-941-4040  
800-536-5030  
Fax: 316-941-4050  
Cell: 316-519-4383

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