

6 Amenities That Will Attract New Renters During COVID-19 *By Jessica Fiur*

In apartment communities, while traditional amenities such as pools or fitness centers are still popular, property managers have had to figure out ways to make sure they're constantly sanitized and that residents are adhering to proper social distance procedures. Of course it's good to market those amenities to prospects, but now might be the time to focus on new and different features at your community.

Here are some suggestions for amenities or perks renters are looking for during these crazy COVID times.

Contactless Entry/Smart Access: Apartments were already making the move to contactless entry and smart technologies. But now, instead of just being a cool feature, the ability to let people into their apartments via app or other technology is a huge selling point.

Discounts for DoorDash, Uber Eats, etc.: Going out to eat is a little stressful now. Sometimes it's easier to just stay home. But cooking can also be a pain, especially now in the summer when it's so hot out. According to an Axios survey in May, the number of people ordering delivery has "steadily increased" during quarantine. So why not work with some of these services to work out a discount for renters who use them?

Parking Spaces: Does the apartment come with its own space, so the resident doesn't have to drive around looking for parking and then make the masked hike back to their apartment? A guaranteed space for people in urban apartments would mean they don't have to take a crowded bus or ride in an Uber where who knows when they last cleaned it? Driving and being able to park near their unit would sound very appealing now.

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Member of the Month

By: Cody Stout, Monarch Investment & Management Group

This month's Member of the Month is Peggy Avilez, Regional Manager with American Pest Management. She has been with American Pest Management for 5 years and has been involved with the AAGW for almost 4 years. Peggy was also recently elected to serve on the 2020/2021 Board of Directors.

Her dedication and customer service are nearly, never surpassed and anyone who meets Peggy can feel the passion she has for our industry. She is quoted saying "I have a servant's heart and enjoy helping and anticipating the needs of my clients whenever I can."

Her favorite event hosted by the AAGW is a tossup between the annual Trade Show and the Round for Hope Golf Tournament. She says she is impressed with the involvement at these two events and all of the creativity that everyone brings to make them a success. Thank You, Peggy for your continued support and dedication to the AAGW!



Peggy Avilez
American Pest Management



Apartment
ONSITE TEAMS DAY
 August 12, 2020



Meet Your AAGW Board and Committees



This month's Spotlight Board Member is a very familiar face to the AAGW. Eric Fahnestock with Oxi Fresh Carpet Cleaning has been an active member and on the Board of Directors since 2014. He brings great ideas and knowledge from his background and is always willing to help at the drop of a hat.

Eric has been involved with many committees and events since joining including Round for Hope, Star of Excellence, Trade Show, Maintenance Mania and the Reverse Trade Show. The best advice he can give is to "Get involved. The more things you do, the more people you will meet. Building relationships is the best part of anything you will do."

Thank You, Eric for your continued support and dedication to the AAGW!

Eric Fahnestock, Franchisee, Oxi Fresh Carpet Cleaning



Outdoor Fitness Opportunities: In apartments, some communities have reopened their fitness centers. But, still, do people want to risk it? Outdoors just seems...safer. Plus, does your workout even count if other people don't see it? If your community has an area where people can do exercise outside, if you're offering outdoor yoga classes, or if you have walking paths near your building, now's the time to highlight them.

Excellent Wi-Fi/Free Streaming Packages: Consider offering a discount to a streaming service for your residents, they'll definitely appreciate and make use of it. (And always offer excellent Wi-Fi, because it's 2020, and this is crucial, especially as more people are working from home.)

Coworking Spaces: No matter how nice an apartment is, if you're working from home and staying at home, and your roommate/spouse/partner/kids/extended family/pet is also there all the time, it won't be long before you get cabin fever. If the community offers a coworking space, where people can get out of their apartments for a little bit, they'll be more productive and not, you know, go crazy. Of course make sure you're cleaning them frequently and that people are properly socially distanced.

UPCOMING EVENTS

- September 8th & September 11th, 2:00 pm - 4:00 pm**
Flamingo Ink
Professional Head Shots for AAGW Members
- Wednesday, September 9th, 9:00 am- 1:00 pm**
BrightWater Bay
Board of Directors Retreat & Orientation
- Tuesday, September 15th, 9:00 am - 11:30 am**
Virtual Zoom Meeting
Fair Housing - Quiz Style with Savvy Property Solutions
- Wednesday, September 16th, 12:00 pm - 1:00 pm**
Farmer's Insurance District Office
Suppliers Council Meeting
- Friday, September 18th, 2:00 pm - 3:00 pm**
Online Event
Maintenance Mania National Championships

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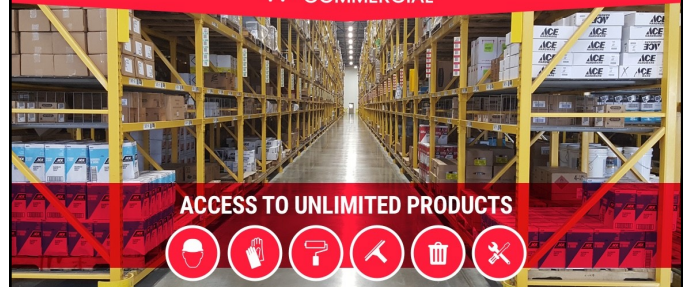
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