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**PERQ**

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LEVERAGING  
GR8 IDEAS!

# WELCOME

TUESDAY, APRIL 27, 2021

MULTIFAMILY  
INNOVATION  
TECHNOLOGY  
VIRTUAL  
MARKETING  
SALES  
COMMUNICATION  
LEADERSHIP





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# STRENGTHENING A VIRTUAL COMMUNITY



FELISHA AUSTIN  
SOLANA FITZSIMONS  
MISSION ROCK RESIDENTIAL



HEATHER ERICKSON  
PORTOLA AT SOUTHGLENN  
AVENUE 5 RESIDENTIAL



AMY ZAVALA  
VITA LITTLETON  
ZOCALO DEVELOPMENT



INNOV

8

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# Felisha Austin

Property Manager  
Solana Fitzsimons  
Mission Rock Residential



# INNOV

# 8



LEVERAGING  
GR<sup>8</sup> IDEAS!

MULTIFAMILY  
INNOVATION  
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# NAVIGATING THIS NEW “VIRTUAL” WORLD



Outreach Marketing



Resident Engagement and  
Events



Social Media



# OUTREACH MARKETING

---

- *How does this relate to “Building a Virtual Community”?*
- *Win/Win*
- *Get out there*
- *Volunteering*

# IDEA POP CARD!

*How do I build an outreach network?*

- *Pull a resident demographics report*
- *Business card bowl*
- *Blitz marketing*
- *Ask Marketing Department about your community area major employers*

# EXAMPLE POP CARD!



Breakfast for your employer



Outreach Boxes



Volunteer & Giveback Outreach



Adopt a Pet Day

# NAVIGATING THIS NEW “VIRTUAL” WORLD



Outreach Marketing



Resident Engagement and  
Events



Social Media

## RESIDENT ENGAGEMENT & EVENTS

---

- Get to know your residents
- Latest trends
- Have fun!!!
- Remain Consistent
- Outside of the box mixed with a little inside the box.
- Events don't have to be actual "events"



**SPICE IT UP! KEEP IT FRESH! OUTSIDE  
THE BOX WITH A LITTLE INSIDE THE BOX!**



## VIRTUAL FITNESS CLASSES & MORE!

# SOLANA LUCENT STATION FREE CLASSES

Over 40 Classes Hosted Throughout  
the Month

Join us online for new and  
interactive experiences,  
complimentary for all residents!

COMPLIMENTARY TO ALL RESIDENTS

PLEASE VISIT

[ONLINE.FITCASA.COM/#WEBINARS](https://online.fitcasa.com/#WEBINARS)

ENTER WEBINAR CODE:

**SOLANA**

FITCASA



## FOOD TRUCK SCHEDULE

Check out which food trucks will be visiting our community!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
22	23	24	25	26
	<b>BARRETT &amp; PRATT</b> <i>Gourmet Sandwiches with a Twist</i> 11:00 am - 2:00 pm Menu items change daily, so find @bprovisions on Facebook to see what they're offering in the morning!			
29	30	1	2	3
	<b>CHILE CON QUESADILLA</b> <i>Green Chile &amp; Specialty Quesadillas</i> 11:00 am - 2:00 pm Visit @chileconquesadilla on Facebook to learn more about their menu and offerings!			



# PRE-COVID CAN'T WAIT TO GET BACK TO IT!



**OX FORD STATION**  
APARTMENTS

**I JUST WANT**

**to THANK YOU for**

**YOUR AWESOMENESS**

## RESIDENT APPRECIATION

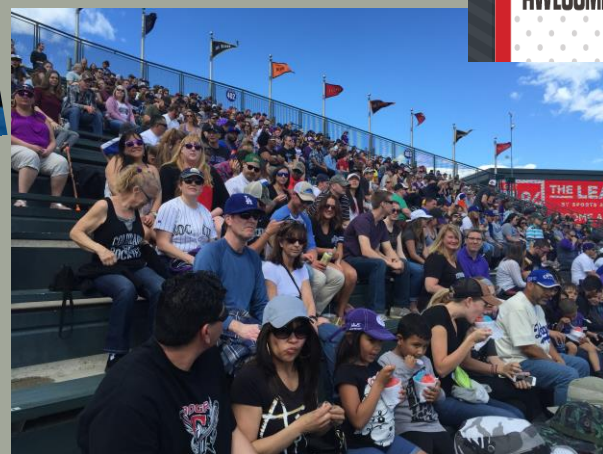
*month*

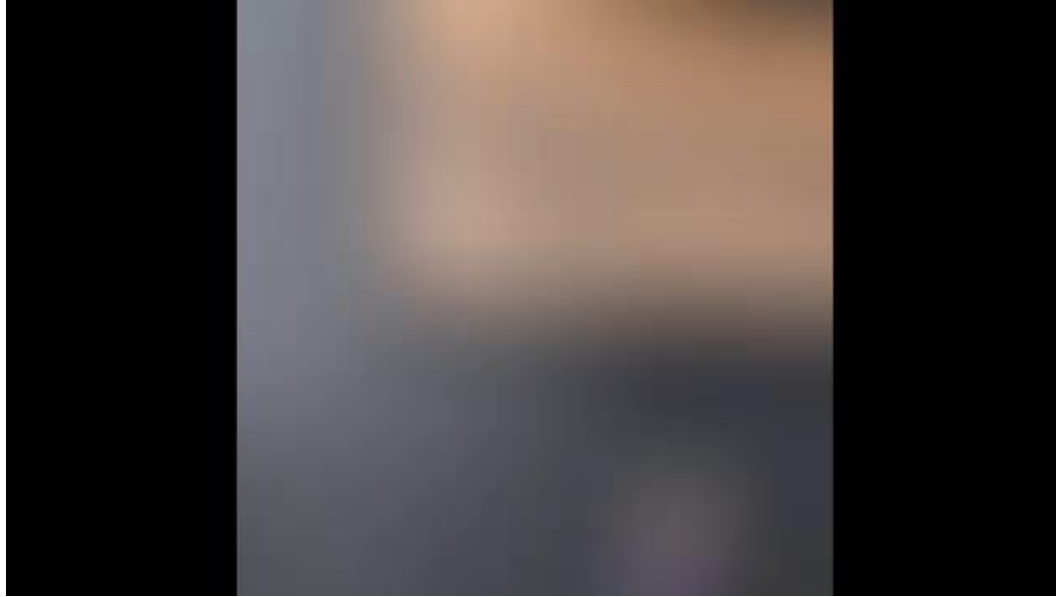
Sweet Treat Door To Door Delivery  
Thursday!  
Thursday June 6th

Yappy Hour & Puppy Pools!  
Come down for an hour of fun for our furry neighbors,  
pet prizes, puppy pools and Giveaways from Kriser's &  
Happy Bubbles, Every pet leaves with a Goody Bag.  
Wednesday June 12th 6pm-7pm

Bagel Breakfast Bar  
Come down and grab bagels, fruit and juice,  
Friday June 21st... Starts at 7am.

Join us for **FLOAT IN MOVIE NIGHT!** We will set up  
a projector screen & concession stand at the pool.  
Bring your floaties & your own beverage.  
The Goonies  
Friday June 28th, Movie starts at 7:45pm





ENGAGEMENT IS MORE THAN EVENTS!



GET THE **RESIDENTS INVOLVED** WITH  
SOME OF THE ENGAGEMENT!

# NAVIGATING THIS NEW “VIRTUAL” WORLD



Outreach Marketing



Resident Engagement and  
Events



Social Media



# SOCIAL MEDIA

- INVITE EVERYONE!!!!!!!
- Drive the “likes” Drive the traffic!
- Stay consistent!
- Don’t just post to post, Post with the thought of engagement & interaction!



# TOURS

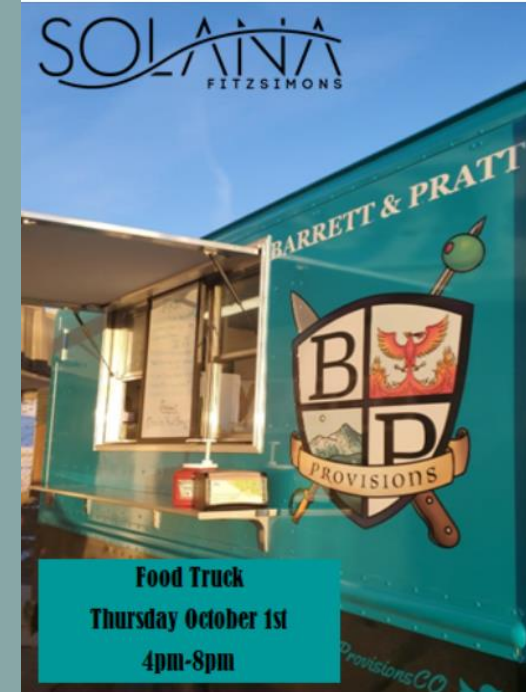
- Selfie Stations
  - Set up selfie stations along the tour path
  - Tag community & ask for the #
- Snapshot contests
  - Basketball
  - Cornhole
  - Pop a Balloon for a prize
  - Home Run derby



# RESIDENTS

- Make it a community resource for up-to-date events
- USE THAT OUTREACH!!!
- Post contests, polls, photos of the resident events

Food Truck ALERT! Who's ready?!? Barrett & Pratt Provisions will be pulling up to the Solana Stapleton/ Fitzsimons food truck promenade on Thursday for Dinner! Meet us at the front lawn!



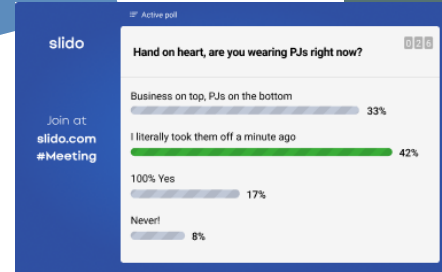
Solana Fitzsimons Apartments  
Published by Tracie Mission Rock · October 9, 2020 ·  
Solana Fitzsimons' residents... ARE YOU READY?!? VIRTUAL LIP SYNC BATTLE! 1st place wins \$100 & Gift basket!!!

## Solana Fitzsimons Virtual Lip Sync Battle!!!

Bring out your inner ROCKSTAR! Choose your favorite song, create a new dance routine, dress up and show the Solana community your lip sync skills! Let us see your QUARANTINE CREATIVITY! Interested participants can submit their video through email at [leasing@solanafitzsimons.com](mailto:leasing@solanafitzsimons.com). Video submission deadline is 6 p.m. October 31st. Video entries will be posted to our Facebook and voted by our Facebook audience! \*Hint\* Invite your friends and family to like Solana Stapleton's Facebook page and vote for videos too!! **Top 3 videos WIN!!!!**  
1st place \$100 giftcard & gift basket  
2nd place \$50 giftcard  
3rd place gift basket  
Want some ideas?!? YouTube "Lip Sync Battle".  
Let's have some fun!



# TIPS AND TRICKS



Resident Event  
checklists

Calendar events and  
reminders

Schedule Social Media  
posts

Send out Polls!  
(slido.com &  
pollseverywhere.com)



There are free  
resources out there  
(Pinterest, Canva,  
iMovie)

Follow other  
communities,  
breweries,  
marketplaces, etc. for  
ideas

Have marketing  
departments make  
you editable flyers  
for “WOW” events

Heather Erickson

Property Manager  
Portola at SouthGlenn  
Avenue 5 Residential



INNOV8



LEVERAGING  
GR8 IDEAS!

MULTIFAMILY  
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# Improving Resident Retention

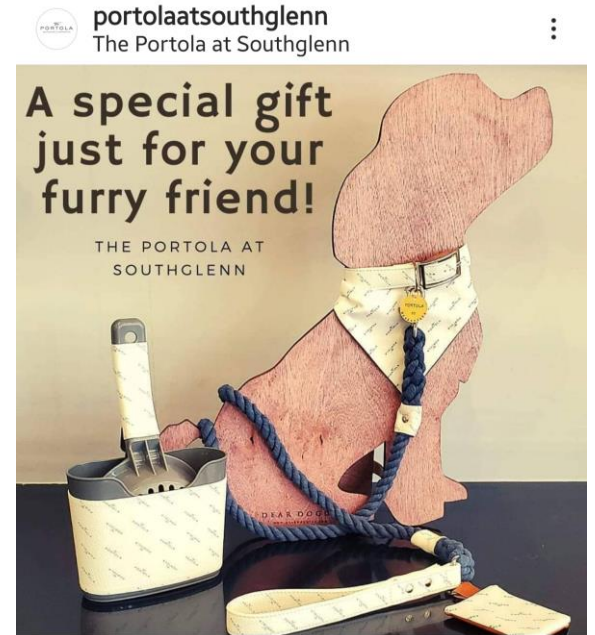
## Within a COVID world


# Social Media

- A **FREE** and easy way to engage with future and current residents!
- What do I even post about?
  - Resident events
  - Leasing specials – pics and videos of vacant apartments
  - Highlight unique features of the property
  - Updates about the property
- Posting often with engaging content will organically create a following and a sense of community within your property
- Don't forget to keep you postings neutral and positive.



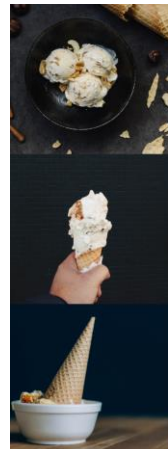
 Liked by mezzluxury and 6 others  
**portolaatsouthglenn** Don't forget to join us at Indulge Bistro & Wine Bar this upcoming Monday from 6pm to 8pm. Enjoy a couple glasses of vino and tasty appetizers on us. 🍷 Don't forget to bring your Portola keychain for entry, see you all there!



 Liked by westwardheights and 5 others  
**portolaatsouthglenn** Did you know all new move-ins receive a special gift for their furry cat or dog as a welcome gift to Portola?!? Here at Portola your pets are just as important as you so we want them to feel welcomed in their new home!

# Resident Events

- What events work?
  - Ask your residents! Create a quick survey you can send in an email blast to hear directly from them!
  - Once you find something that is a success, keep doing it. You don't need to keep reinventing the wheel. Consistency is the key for great turn outs.
- Tips for success:
  - Make sure employees attend as this helps to gauge the success and will improve resident relations
  - Promote, promote, promote
    - Email blasts, flyers around the property, verbally remind residents, and post on social media
  - Build relationships with nearby restaurants, coffee shops, etc.
    - They can host events or assist with onsite events
    - Potentially provide discounts on services in exchange for free advertisement



# Resident Events (pt.2)

- What about events with social distancing in mind?
  - Host virtual events ie. Crafts & Cocktails – provide supplies and link to a tutorial led video or host your own zoom party for added engagement!
  - Virtual bingo – Daily interaction with social media platforms for chance to win prizes
  - Grab-N-Go events – Pre-wrapped food/drinks that allows residents to come and go as they please while maintaining their distance



# Why Have Events in The First Place?

- The obvious; create a sense of community
- Secondly, get to know residents on a personal basis
  - This makes it easier to ask for those positive online reviews
  - Get ahead of any problems before they become unmanageable since residents will feel like they have a repo with staff
- Finally, helps residents maintain social interactions during these difficult times



Amy Zavala

Lifestyle Coordinator  
Vita Littleton  
Zocalo Community  
Development



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GR8 IDEAS!

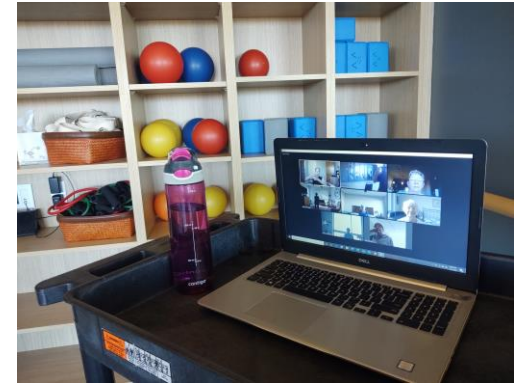
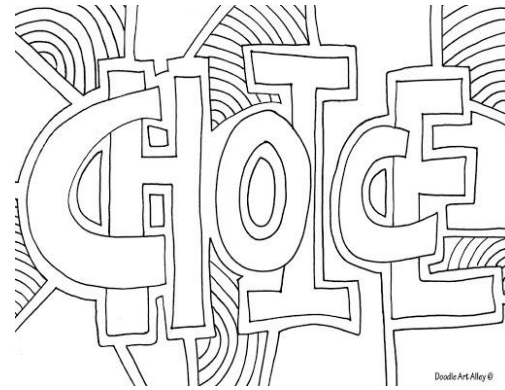
MULTIFAMILY  
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# You've Got Mail

- Hard copies
- Door to door delivery
- Vita Insiders
- Step-by-Step Zoom Instructions
- Coloring, Quotes, Word Searches



***Vita-is-a-Zoomin'!***



# Contests!

Physical Distance-

WINNER!

**Frank**  
and Faith(best friend)

**Frank's Routes:**

- Vita to Bemis Library
- Vita to The Melting Pot
- Vita to Sterne Park
- Vita to South Metro Fire Station 1
- Vita to North Metro Fire Station 1
- Vita to South Platte Mary Carter Trail
- Vita to the Windermere
- Vita to the Gravinos windows
- Vita to Arapahoe county plaza
- Vita to the Arapahoe County Courthouse

## (Bingo) Game

	T	A	O
likes dulcimer instruments	Take a video of you performing a hidden talent (i.e. juggling, hula hooping, etc.)	Knows what gluten free means	Learn a new historical fact about Littleton, be ready to share!
added to...			in the office
Tell a story			reference to what you love about Vita/what Vita means to you
floor challenge	the Vita community		
Pick one resident from the directory that you aren't as	Liked a Vita	I'm a proud Vita Resident!	Tag yourself in a picture on
			Loved a Vita

WINNER!

# Creativity and Normalcy

- Veteran's Day
- Hamilton on Disney Comes to Vita live
- Zocalo Zoom Offerings





## Zoom Your Room

A Vita Resident Showcase

***Tuesdays in June***  
***2:30 p.m.***  
***Meeting ID:***  
***791 406 9142***

This new event is a true success and will continue into June! Take a tour of your neighbor's home. See the different floorplans and designs of Vita.

This hour is designated for Vita residents to have a chance to share their homes with their Vita family. It could also be your chance to see a different floorplan, attain new spring cleaning ideas, or learn some feng shui rearrangements.

Would you like to participate and share your home? If so, contact Amy at [vitalifestyles@zocalodevelopment.com](mailto:vitalifestyles@zocalodevelopment.com)

#SneakAPeek #SuccessfulAging



# Resident Empowerment

- Sharing their skills, talents, passions
- Sharing their homes through Zoom your Room



# The Great Outdoors

- 2<sup>nd</sup> Anniversary Party
- Cannon Ball Contest
- Vita Time Capsule
- Christmas Caroling Balcony Serenade in Red Truck Sleigh
- Summer Nights Concert Series

# Vita Cares Team

- The Vita Cares Team is a resident led volunteer group formed by and managed by the Vita Littleton residents. The goal of the Vita Cares team is to build a true sense of community where residents, live, work and play!*



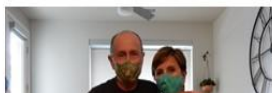


## Vita Cares Team Creates

### Homemade Mask **FREE** for their neighbors!

Special THANKS to those sewing the masks, providing materials to create the masks, those involved with the coordination of distribution.

- Rita Grover
- Jeanette Tuggle
- Mercedes Fell



## Food Donated 15+ Boxes

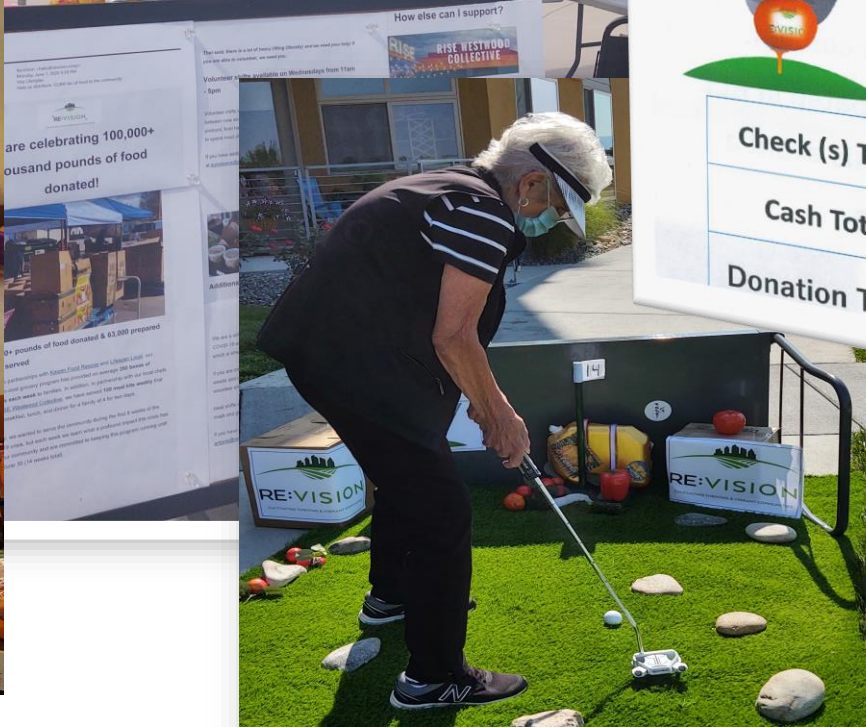


## 2<sup>nd</sup> Annual Tamale Fundraiser



## Back 9 Minature Golf Re:Vision Fundraiser Official Form Donations Collected

Check (s) Total	\$ 710.00
Cash Total	\$ 635.00
Donation Total:	\$ 1345.00





\$3100 and over 15 boxes of food

**RE:VISION**

CULTIVATING THRIVING & VIBRANT COMMUNITIES

# Things we never thought we'd do



Balcony BINGO



# Things that did not work well

**VITA-gether**  
Lifestyle Questionnaire Powered By The Vita Cares Team

**Name:** \_\_\_\_\_ **Apt. #:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**COVID: Circle all that apply**  
I am willing to meet in person with a mask on.  
I am willing to meet over the phone.  
I am willing to meet virtually. (Zoom, FaceTime)

**Circle all that apply**  
Who I want to meet-up with:  
Male      Female      Either/Or

**Check all that apply:**

<input type="checkbox"/> Music	<input type="checkbox"/> Dancing
<input type="checkbox"/> Movies	<input type="checkbox"/> Golf
<input type="checkbox"/> Wine/Beer/Spirits	<input type="checkbox"/> Hiking
<input type="checkbox"/> Games (cards, board, etc.)	<input type="checkbox"/> Biking
<input type="checkbox"/> Sports (watch, talk about...)	<input type="checkbox"/> Walk/Running
<input type="checkbox"/> Arts (create, watch, etc.)	
<input type="checkbox"/> Crafts (quilt, sew, etc.)	
<input type="checkbox"/> Travel	
<input type="checkbox"/> Photography	
<input type="checkbox"/> Foodie (cook, dine, etc.)	
<input type="checkbox"/> Meet other pet parents	

**VITA-gether Questionnaire**  
**Finding New Ways to Connect**  
The project's goal is for YOU to team up and meet new neighbors who share your interests or hobbies.

**How it works:**  
• Answer the questions below  
• Return the Survey to the Vita office.  
• Suggestions/Team Ups made monthly on the 15th. A hard copy of those will be delivered to your door.

**Turn Over** →





Local  
business  
relationships

# THANK YOU





# PROPERTY MANAGEMENT



Yardi Voyager



Yardi Breeze

# THANK YOU





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loop & tie

# THANK YOU

