

2022 Apartment All Stars Live in Chicagoland Presentations



You Are the Most Important Amenity

Presented by: Pete Regules

Rather than trying to succeed by listing off your community's other offerings, transition your perspective to provide future renters what they really want (hint: it is not about price).

- Discover and eliminate the roadblocks that are creating challenges for today's renters
- Find tips to help you rise above your competitors and distinguish yourself (not just your community) as the top opportunity for your prospective residents
- Journey into the future of renting and learn what tomorrow's renters will really desire

Why Ya Gotta Be So Mean?

Presented by: Lisa Trosien

People today are a little crankier than they used to be. Why is that? And why do they seem to be taking it out on you and your team? This session will cover what makes people cranky and what you can do about it! When you discover where they are coming from and the best ways to defuse them, it really isn't that much of an issue anymore.

- Learn how to communicate effectively with everyone in a positive fashion, just by changing a few keywords and phrases.
- Discover the importance of 'emotional contagion' and how to make it work for your property to lease more apartments and renew more residents.
- Understand how to position your community as the "Low Risk Provider" to make even the most hesitant prospect want to lease from you.

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Why Hire an Influencer When You Can Become One?

Presented by: Kate Good

Today's buyer is inspired by what they see the "cool kids" doing when scrolling through social media posts and videos. Influencer marketing has become an integral part of the digital landscape. As the influencer marketing industry continues to grow in popularity, utility, and measurability, marketers are allocating more and more of their overall marketing spend to influencer campaigns. Can't afford that? No problem! You don't need to hire an influencer when you can be your own influencer.

- Traits of the influencer mind
- Using social media to generate your own traffic
- 5 ways to "slide into" the buying decision
- The new power of the elevator pitch

Leveraging Your Competitive Advantage

Presented by: Virginia Love

This fast-paced topic covers:

1. How to stand out in a sea of beige boxes
2. Utilizing technology to maximize your time and effort
3. Defining a sales strategy to crush the competition
4. Identifying your spot on the Customers Journey
5. Making the most of your leasing/marketing plan
6. And SO MUCH MORE

The All Stars will kick off with their new feature, "You Heard It Here First" where they showcase exciting new ideas, products, techniques, and trends in the industry, and they wrap up with even more ideas at the end of the morning.

This is a MUST ATTEND session!!!!