

Tips on Building a Sense of Community and Resident Retention

1. Starts with the manager; decide what kind of culture or atmosphere you want to cultivate at your property
2. Know each resident's name and a detail about them
3. Provide the best customer service to the residents; from leasing to maintenance, you control how much they love your property and how long they call it home!
4. Listen to feedback and act on it!
5. Resident Events; once you have developed a strong strategy for the above 4
 - The key is consistency with events!
 - Get creative with smaller events
 - Keep food basic: pizza, pasta, tacos and BBQ's are always a hit!
 - <http://blog.apartmentlife.org/> (Resident Event ideas)

What is the return on investing in a Community Building Program?

The **average operating income enhancement from Apartment Life** demonstrated by a survey, done by Witten Advisors, **totals \$188,154 annually** due to *enhanced leasing, reduced resident turnover costs, and greater staff retention* as a result of offering Apartment Life's onsite program. The **analysis represents an increase in asset value for the average community of \$3,316,000**, calculated with a conservative 6.0% capitalization rate.

See this study and other resources at:

<https://apartmentlife.org/multifamily-industry/studies-and-resources>

Raving Fans of Apartment Life!

"Pinnacle uses Apartment Life at our properties to significantly impact bottom line performance and positively impact our residents' lives. The cares team helps reduce turnover while encouraging, connecting, and loving on our residents. We are all called to impact people's lives and be a blessing to them, and Apartment Life helps us do that in a significant way."

Rick Graf, CEO, Pinnacle

"I have seen drastic changes in ORA scores, resident satisfaction, and resident retention. Staff burn out is a thing of the past, overtime or short staffing on event days is gone."

Erin Heathers, Regional Manager, Avenue5 (Seattle)

"Apartment Life has been such a vital part in building a community. We have successfully built lifelong relationships with our residents!"

Ashlie Damitz, Community Manager



2018 INDUSTRY PARTNER OF THE YEAR

ATLAS COMMUNITY BUILDING SNAP SHOT (AVERAGE PER EVENT)	NUMBER OF RESIDENTS INVOLVED	PERCENT OF UNITS INVOLVED
FIRST 90 DAYS	25	7%
FIRST 6 MONTHS	31	9%
FIRST 9 MONTHS	34	10%
YEAR	35	10%
MEDIAN	30	9%
SIGNATURE FOOD/HOLIDAY EVENTS (YEAR), 15% RESIDENT INVOLVEMENT GOAL	57	17%
ALCOHOL BASED MIXERS (YEAR), 10% RESIDENT INVOLVEMENT GOAL	31	9%
LARGEST EVENT; FRANKIE'S PIZZA NIGHT	73	21%
NUMBER OF UNITS AT ATLAS	344	

