

# 10 Tips When Marketing to Apartment Complexes

[Courtesy of [ApartmentToolKit.com](http://ApartmentToolKit.com)]

1. **Consistency is the Key!** *The beauty of marketing to apartment complexes is that you are constantly marketing to new people, because the tenants move in and out on a regular basis. Send a series of 3 postcards, within 10 days of each other.*

**[View sample postcard for Loan Originators/Real Estate Agents – this postcard is 1 of 6 included in the Complete Apartment Complex Marketing Kit that we sell.]**

2. **Send Postcards instead of Letters.** Postcards are easy to read and cost less money to create. However, we recommend that the postcard be at least 5” x 7” in size and that you spend the extra money to send it via first class mail. Instead of 2-color or 4-color printing, save money by using colored cardstock instead...with black print on them.

For our own marketing, we utilize [www.VistaPrint.com](http://www.VistaPrint.com) (google search for promo codes before purchasing as they often have some great savings available).

**[View sample postcard for Loan Originators/Real Estate Agents – this postcard is 1 of 6 included in the Complete Apartment Complex Marketing Kit that we sell.]**

3. **Create a Mailing Campaign that Encompasses 14 Weeks’ Worth of “Touches”.** One of the most effective campaigns we’ve seen is called “7 Tips on How to Buy Real Estate” which entailed mailing one tip every 2 weeks.
4. **Your Marketing Headline is the Key to Getting Your Message Read.** One of the most effective headlines we have tested is, “*When your lease is up, do you know where you are going to live?*” It is thought provoking because it gets people thinking about where they’re going to live!

**[View sample postcard for Loan Originators/Real Estate Agents – this postcard is 1 of 6 included in the Complete Apartment Complex Marketing Kit that we sell.]**

5. **Give Prospects Multiple Ways to Contact You.** Not all prospects are the same. Some want to call you and talk your ear off. Some only want to email you. Others will visit your website first – and then decide if they want to do business with you or not. Consider including your cell phone number and Facebook page, too.

6. **Have a Follow-Up Plan.** Do you have a systematic plan to keep in touch with prospects? One of the best ways is to just ASK them for permission – do you mind if I call you in 2 days to follow-up? May I send you something in the mail? May I email you the information? May I send you a report or white paper about the benefits of owning a home? And then send whatever you promised, within 24 hours! Timeliness is the key!
7. **You have to have a Database!** No matter what database system you use, use something! As your leads come in the door, you need a way to not only keep in touch, but track your conversion from prospects straight through to the sale. With a database, you will be able to track how long it takes from first contact until they purchase something. Where are your leads coming from? Real estate ads, newspaper, postcard campaign, website/social media?
8. **The Internet is Your Friend!** When choosing the “right” apartment complexes, you can find a LOT of information about the complex, including number of units, location, rental amounts...and the list goes on.
9. **Are Home Buying Seminars Boring?** They are if all you talk about are loan programs, appraisals or title insurance! Focus on how owning real estate will benefit them financially – by increasing their wealth and saving money on taxes.
10. **How to Check for Vacancy!** Try calling the complex and asking for their vacancy ratio. Now, some offices will not tell you the truth. So we suggest you drive thru the complex around 8pm, to see how many lights you see on; how many cars are in the parking lot; if there are items on patios/balconies. Include