



Multi-Family Community Essentials

Below is a list of possible core items and services needed for each community for marketing, curb appeal and overall branding:

INITIAL DESIGN / BRANDING

- Floor Plans Redrawn in Branded Template
- Community Map Redrawn in Branded Template

MARKETING COLLATERAL

- Property Brochures
- Promotional Flyers
- Business Cards
- Letterhead & Envelopes
- Pocket Folders
- Stickers

CURB APPEAL

- Clock Sign
(hangs on leasing office door to indicate no one is available and what time they will be back)
- 3' x 10' Banner
(usually printed with "Under New Management" or "Now Leasing" on them)
- Marker Board
(goes in leasing office to write specials, fun notes, etc. on)
- Social Media Banner / Stand
(to be sat out at events; lets event-attending residents know that they are agreeing to have their photo on social media)
- Doormats
(indoor and outdoor)
- Branded Flags
(can be branded with the property management company's logo or property logo)
- United States & State Flags
- Brochure Box
(goes outside leasing office; holds brochures for prospective residents to take when the office is closed)

LEASING OFFICE WALL DÉCOR

- Floor Plan Wall Décor Display
(nice display for leasing office showcasing floor plans)
- Community Map Wall Décor Display
(nice display for leasing office showcasing community map)
- Engraved Day One Plaque
(indicating what property management company owns the property)

OPERATIONS

- Guest Cards
(for leasing office to fill out about prospective residents when giving tours)
- Resident ID Cards
(for leasing office to fill out for new residents upon move in to gather their emergency info, vehicle info, pet info, etc.)
- Move In Forms
(checklist to go over with new residents to ensure their apartment is in proper condition upon move in)
- Lead Paint Books

PROMOTIONAL ITEMS FOR PROSPECTS / RESIDENTS

- Pens
- Keychains
- Drinkware *(mugs, water bottles, tumblers, etc.)*
- Oven Mitts
- Tote Bags
- Pet Items *(bag dispensers, scoopers, toys, etc.)*
- Tech Items *(power banks, pop sockets, flashlights, etc.)*
- Move-In Gifts *(gift baskets, wine glasses, cutting boards, etc.)*
- Miscellaneous *(spinners, stress balls, etc.)*