

# Marketing Quick Start Guide

Introduction to Marketing Resources & Support

Updated: January 2019

Redevelopment Unit Turns:

# Marketing & Redevelopment

- Marketing works in partnership with Redevelopment to showcase community upgrades, enhance resident communications, drive occupancy, and boost online reputation
- Marketing can assist with temporary signage, communication, photography, and other redevelopment support
- Visit the [Redevelopment Marketing Resources page on Buzz](#) for a portfolio of marketing resources to assist you during redevelopment
- Contact [Marketing@essex.com](mailto:Marketing@essex.com) for additional support

Redevelopment Unit Turns:

# Communication Plan

- Whether your community is undergoing an interior unit turn, amenity upgrade, or a full renovation, clear communication to residents and prospects is key to a successful project
- Renovation Communication Plans are available on Buzz
  - [Operational Services → Marketing → Onsite/Community Resources → Redevelopment Marketing Resources](#)
- These marketing resources serve to assist you in communicating with your residents through all renovations:
  - ❖ Interior Unit Turns
  - ❖ Amenity or Exterior
  - ❖ Full Scope: Interior Unit, Exterior, and Amenities

Redevelopment Unit Turns:

# Advertising Menu

Available Advertising Options:	Execution & Notes:
Model Out of the Box	Contact your Project Manager if you need to order a new kit
Audio Visual Technologies – Photography, Virtual Tours, Virtual Staging, and Video Loops	Email <a href="mailto:Marketing@essex.com">Marketing@essex.com</a> as soon as you have a mock-up unit ready. Allow up to two weeks for coordination
Collateral – Stationery	Flyers, Letterhead, Thank You Gift Card Sleeves. Available on <a href="#">The Home Store</a>
Collateral – Temporary Signage	Wayfinding Maps, A-Frames, Bandits, Banners, Posters. Available on <a href="#">The Home Store</a>
Resident Events – Open Houses	Open Houses are a great tool to advertise your renovation
Website – Content Update	Send details regarding the scope of your project to <a href="mailto:Marketing@essex.com">Marketing@essex.com</a> to have your renovations featured on the website

Redevelopment Unit Turns:  
**Model Out of the Box**

- Follow the below steps to order your Model Out of the Box kit:

1. CM confirms budget allowance with Project Manager
2. CM to complete Kupec Design order form
3. CM to provide Project Manager with total budget request
4. Project Manager will provide CM a PO#
5. CM will submit order form to [Kupecdesign@pacbell.net](mailto:Kupecdesign@pacbell.net)

WE MAKE IT EASY

## A LA CARTE (continued)

Select the other areas that you would like accessories for: Items will be selected to match your style. Items will be subject to availability and might not be the exact items shown here. Questions? Email Us.

2. Second Bathroom- Warm (Coral) OR Cool (Turquoise)



3. Dining Bar for 2- Set A OR Set B



4. Computer Niche



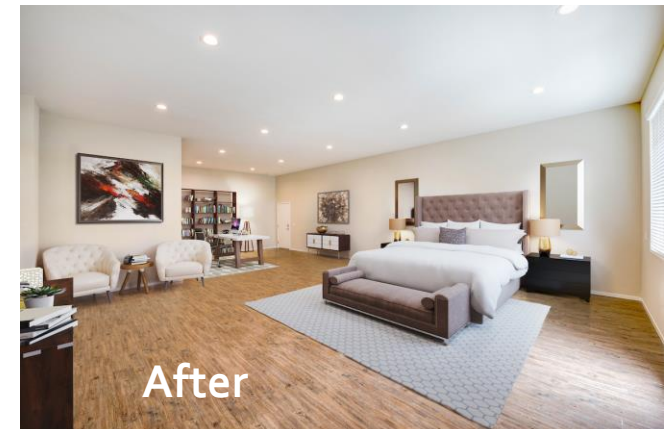
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Redevelopment Unit Turns:

# Advanced Visual Technology

- Photography is a key selling opportunity for unit turns
- Updated photography is used to advertise your renovations across the website, ILSs, and Craigslist
- Additional advanced visual technologies available to you include:
  - Virtual Tours
  - Virtual Staging
  - Video Loops
- Email [Marketing@essex.com](mailto:Marketing@essex.com) to schedule photography once your mock-up unit is ready



Redevelopment Unit Turns:

# Collateral – Stationery & Signage

- The Home Store offers a variety of temporary signage, stationery, and collateral to help advertise and communicate your project



- Process for ordering:
  - ❖ CM places order through The Home Store (Benson)
  - ❖ When checking out, select PO number as the payment method
  - ❖ Enter "Redev" for the PO number

The screenshot shows a payment method selection form. At the top, there are two progress indicators: a checkmark in a circle on the left labeled 'Shipping' and a '2' in a circle on the right labeled 'Payment'. The main heading is 'How would you like to pay?'. Below this, there is a section titled 'PAYMENT METHOD' with the instruction 'Please select a payment type.'. There are two radio button options: 'PO Number' and 'Credit Card'. The 'PO Number' option is selected, and a blue arrow points to it. Below the radio buttons, there is a text input field for the 'PO NUMBER'. The field contains the text 'Redev', and a blue arrow points to it. A red asterisk is next to the 'PO Number:' label.

Redevelopment Unit Turns:

# Resident Events - Open Houses

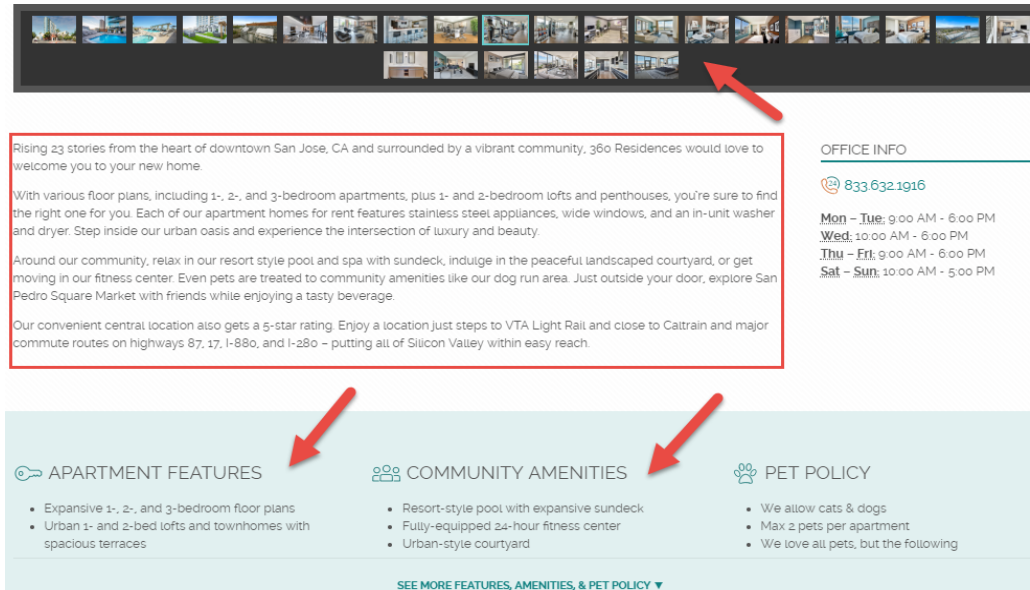
- Open Houses are a great resource to advertise your renovation
- Below are some tips to ensure a successful event:
  - ❖ Spread the word
    - Post flyers and send communications to current residents encouraging them to bring their friends
    - Request an eBlast from Marketing to be sent to your prospect pipeline at least one week prior to your event
  - ❖ Provide snacks and refreshments for your guests
    - Using the marketing funds that have been allocated to your redevelopment project, provide snacks and refreshments to keep your guests comfortable and entertained
  - ❖ Consider the timing of your event
    - Take your target audience's schedule into consideration when planning your event



Redevelopment Unit Turns:

# Website - Content Update

- The following areas of the website can be updated to advertise the details of your redevelopment project:
  - Unit specific, custom features
  - Amenities list
  - Community description update
  - Photography
- Email [Marketing@essex.com](mailto:Marketing@essex.com) with the details of your project to have your community website updated



Rising 23 stories from the heart of downtown San Jose, CA and surrounded by a vibrant community, 360 Residences would love to welcome you to your new home.

With various floor plans, including 1-, 2-, and 3-bedroom apartments, plus 1- and 2-bedroom lofts and penthouses, you're sure to find the right one for you. Each of our apartment homes for rent features stainless steel appliances, wide windows, and an in-unit washer and dryer. Step inside our urban oasis and experience the intersection of luxury and beauty.

Around our community, relax in our resort style pool and spa with sundeck, indulge in the peaceful landscaped courtyard, or get moving in our fitness center. Even pets are treated to community amenities like our dog run area. Just outside your door, explore San Pedro Square Market with friends while enjoying a tasty beverage.

Our convenient central location also gets a 5-star rating. Enjoy a location just steps to VTA Light Rail and close to Caltrain and major commute routes on highways 87, 17, I-880, and I-280 - putting all of Silicon Valley within easy reach.

**OFFICE INFO**  
833.632.1916  
Mon - Tue: 9:00 AM - 6:00 PM  
Wed: 10:00 AM - 6:00 PM  
Thu - Fri: 9:00 AM - 6:00 PM  
Sat - Sun: 10:00 AM - 5:00 PM

**APARTMENT FEATURES**

- Expansive 1-, 2-, and 3-bedroom floor plans
- Urban 1- and 2-bed lofts and townhomes with spacious terraces

**COMMUNITY AMENITIES**

- Resort-style pool with expansive sundeck
- Fully-equipped 24-hour fitness center
- Urban-style courtyard

**PET POLICY**

- We allow cats & dogs
- Max 2 pets per apartment
- We love all pets, but the following

[SEE MORE FEATURES, AMENITIES, & PET POLICY ▼](#)

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# How to Use This Guide

- This guide is designed for new Essex associates to understand the support and services that the Marketing team offers to communities and our corporate partners.

Internet Listing Services (ILS) are online hubs where prospects can go apartment shopping. This is paid advertising that Essex uses to increase leasing traffic.

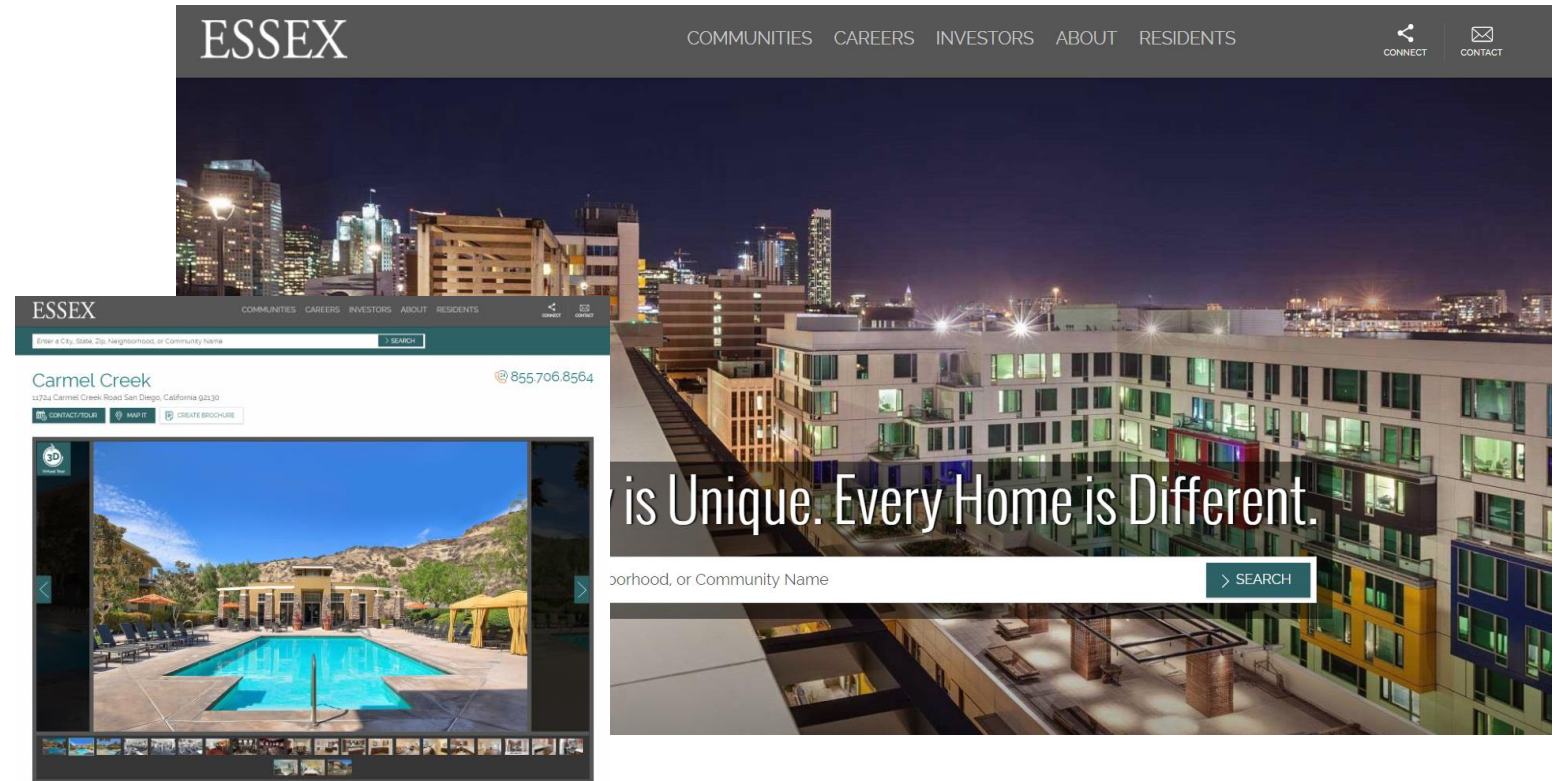
-  **Apartments.com** ○ *Apartments.com* – the leading online apartment listing website; also syndicates to ApartmentFinder, Apartamentos, WestsideRentals, ApartmentHomeLiving, ForRent, After55, and ForRentUniversity
-  **Zillow** ○ *Zillow* – is a digital real estate marketplace; also syndicates to HotPads and Trulia
-  **Zumper** ○ *Zumper* – an end-to-end apartment rental platform; also syndicates to PadMapper and Facebook Marketplace
-  **RentPath** ○ *RentPath* – network that includes rent.com and apartmentguide.com

**Action Item** → Alert [marketing@essex.com](mailto:marketing@essex.com) if you encounter incorrect information about your community on any of the ILS sources.

- Each slide describes one topic with the definition at the top of the slide and the related action items at the bottom.

# Essex Website

- Each community has a page within [EssexApartmentHomes.com](https://www.essexapartmenthomes.com) (and [Essex.com](https://www.essex.com) also forwards to our site).



Action Item

- Check your community's page on the Essex website to make sure content is correct and email [marketing@essex.com](mailto:marketing@essex.com) if a content change is required.

*Note: community office hours are input into Yardi by each community level and flow through to the Essex website. If hours need to be changed, change them in Yardi.*

# Craigslist

## Action Items

- Craigslist is an important ad source for many of our communities, and we leverage this cost-free resource to its full potential.

## PAUSE

<b>P</b>	<b>Post 3-4 times per day and delete old ads</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Post throughout the day to help ensure that your ad is always at the top of a prospect's search results.</li><li><input type="checkbox"/> Delete as you go. For every ad you create, delete the previous day's older ad.</li></ul>
<b>A</b>	<b>Accurate contact information</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Provide accurate contact information.</li></ul>
<b>U</b>	<b>Unique and specific content for each ad</b> <ul style="list-style-type: none"><li><input type="checkbox"/> In your ad and title, include specific floor plan information, key features and amenities, and any current specials to pique prospect interest.</li></ul>
<b>S</b>	<b>Select images from Photo Shelter</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Use professionally shot photos in your ads. All available photos can be found on Photo Shelter.</li></ul>
<b>E</b>	<b>Ensure disclaimers are included</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Include fair housing, legal and floor plan disclaimers</li></ul>

- The most important tool for your teams to use is the [Craigslist Audit Report Summary](#)
- Complete resources are on the [Craigslist Buzz page here](#), or under Marketing > Internet Marketing Resources > Craigslist

- Communities are responsible for posting their own Craigslist content because Craigslist does not allow centralized corporate posting.
- We recommend posting unique content 3-4x per day. Follow the PAUSE guidelines above. Posts that are too similar to each other are “ghosted” or flagged and removed by Craigslist.

# Internet Listing Services

- Internet Listing Services (ILS) are online hubs where prospects can go apartment shopping. This is paid advertising that Essex uses to increase leasing traffic. Marketing partners with Operations to help guide the most appropriate ILS for each community and situation.
- Pricing and availability information feeds directly to these sites from Yardi, as do leasing office hours



- **Apartments.com** – the leading online apartment listing website; also syndicates to ApartmentFinder, Apartamentos, WestsideRentals, ApartmentHomeLiving, Realtor.com, Doorsteps, ForRent, After55, and ForRentUniversity



- **Zillow** – is a digital real estate marketplace; also syndicates to HotPads and Trulia



- **Zumper** – an end-to-end apartment rental platform; also syndicates to PadMapper and Facebook Marketplace



- **RentPath** – network that includes rent.com, rentals.com, livelovely.com, and apartmentguide.com

Action Item

- Alert [marketing@essex.com](mailto:marketing@essex.com) if you encounter incorrect information about your community on any of the ILS sources.

# Specials

- Concessions, or “Specials,” may be offered on specific units, during specific time periods, as an additional benefit to your customer. Specials are designed to encourage prospects to visit your community and lease an apartment. Marketing partners with Operations to advertise these offers on your community’s web page and on the ILS. Once posted, Specials information is automatically shared with the [contact center](#).



The Stuart at Sierra Madre Villa

3360 East Foothill Boulevard Pasadena, California 91107

866.480.0746

CONTACT/TOUR MAP IT CREATE BROCHURE

**Special Offer!** Summer savings are here! Move in by July 31st and receive up to one month free! Hurry in today, this deal won't last long! Offer valid for new residents on select apartment homes, with approved credit. Expires 7/31/2017

3D Virtual Tour

## Action Items

- Email Specials to [marketing@essex.com](mailto:marketing@essex.com) and visit the [Specials page on Buzz](#) for more details. Specials must have CM and RPM approval, an expiration date, and be 130 characters (a 120 character disclaimer will be added).

# eBlasts

- Prospect email promotions, also known as “eBlasts,” are targeted email communications that can be an effective and inexpensive way to boost traffic and communicate a special promotion. This resource is often used as a secondary lever after a web special has been advertised.
- Turnaround time is up to one week prior to posting, and expiration dates must be two weeks out from date of request.
- Email [marketing@essex.com](mailto:marketing@essex.com) to request an eBlast. Turnaround time is up to one week.

Action Item

**THE PALMS**  
LAGUNA NIGUEL, CALIFORNIA

**FALL SAVINGS!** Lease now for a \$199 deposit and a waived application fee. Plus, reduced prices available - call for details!  
\*Offer valid for new residents with approved credit, on select apartment homes and subject to availability. Expires 10/6/2018.



Welcome Home.  
We've got you everything ready.

Tennis, spa and a fitness center for you. Pool and playground for the kids. And for everyone, there's that breathtaking beach just five minutes away. The Palms is a place to put down roots. Spending time together is easy with big, island-style kitchens, wood-burning fireplaces and private terraces. Life gets wonderfully simple here, with onsite security, nearby grocery stores, a farmers market, Saddleback College and strong neighborhood schools.


[Learn More](#)

The Palms at Laguna Niguel  
28188 Moulton Pkwy, Laguna Niguel, CA 92677

866.813.2213  
ThePalmsatLagunaNiguel.Com

CONNECT WITH US  

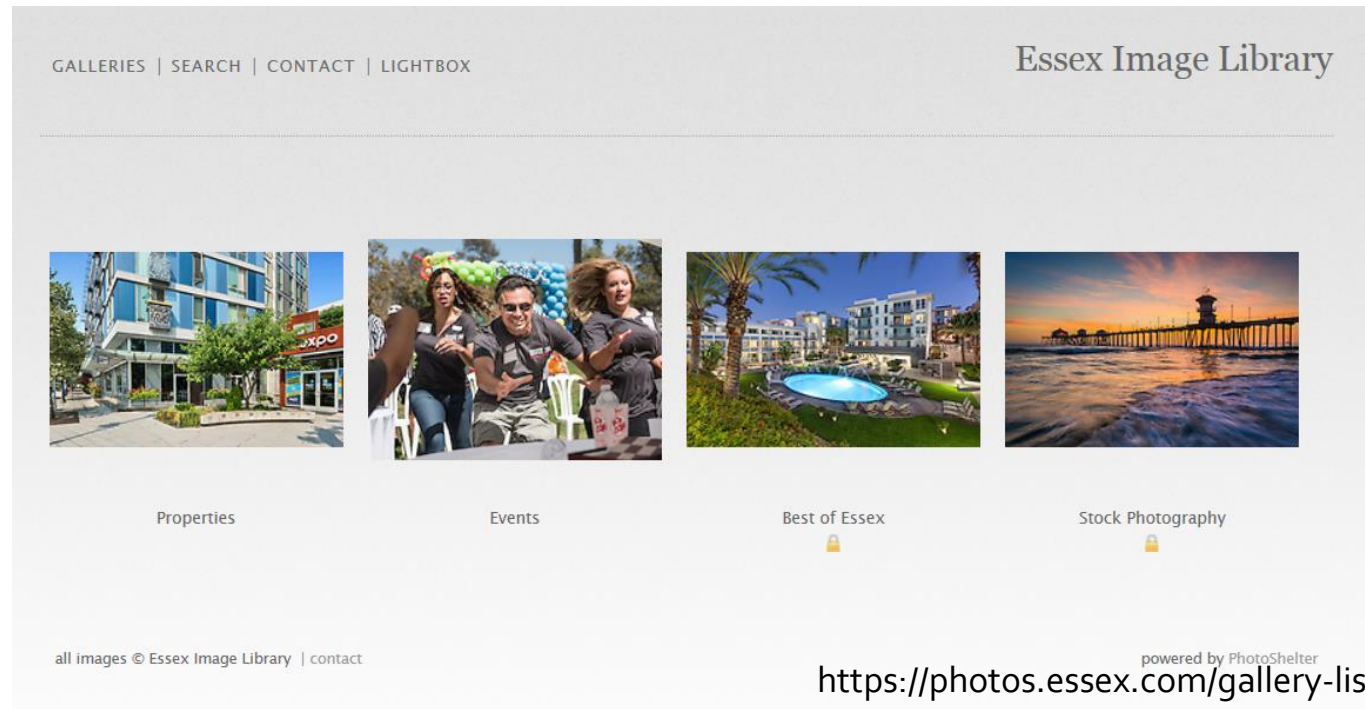
**ESSEX**  
To unsubscribe from Essex emails, please [click here](#).  
This email was sent by: Essex Property Trust  
1100 Park Place Suite 200 San Mateo, CA, 94403, United States





# AVT: Photos

- Audio Visual Technology (AVT) assists with community video and photography needs.
- Photoshelter is our digital image library for photos including: high quality property images, event photos, and stock photography purchased by Essex and available for your use.

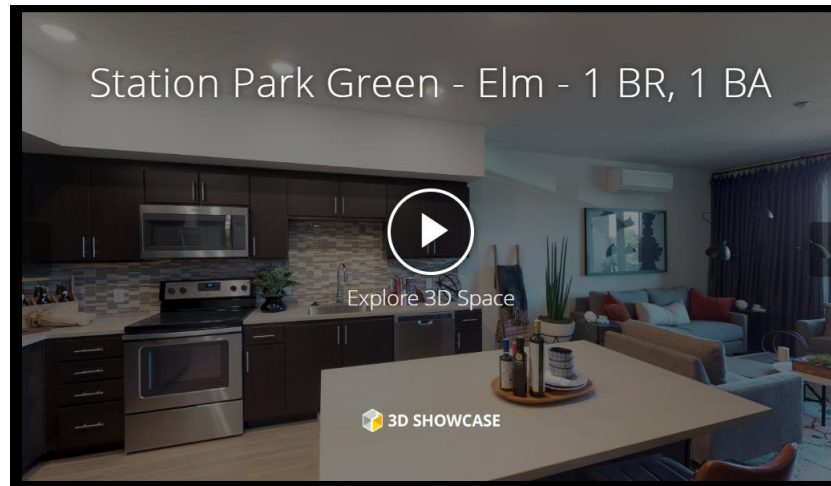


## Action Items

- Visit [Photoshelter](https://photos.essex.com/gallery-list) (password: Property) to download images in any library.
- Email [marketing@essex.com](mailto:marketing@essex.com) for photography inquiries and requests.

# AVT: Video Loops, Virtual Tours, & Virtual Staging

- Video loops are shown in the leasing office to showcase a community's apartment homes and amenities.
- Virtual tours and virtual staging are used to help give a prospect a sense of an apartment home's interior and are displayed on the Essex website.



Virtual Tour

Virtual Staging



before



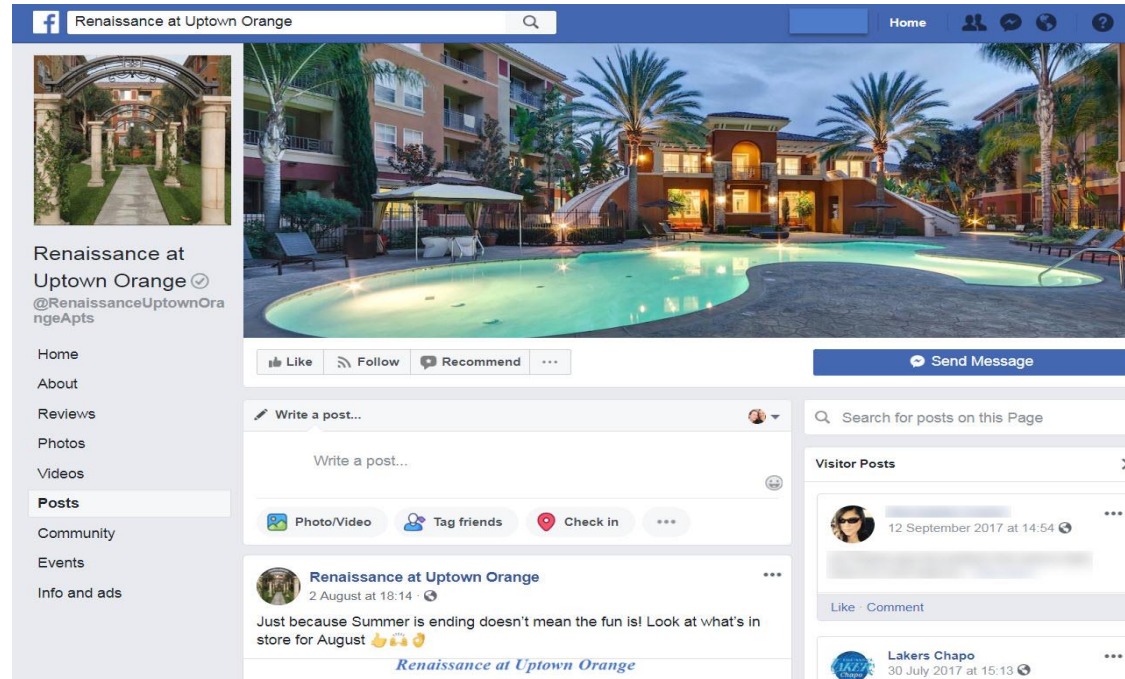
after

Action Items

- Email [marketing@essex.com](mailto:marketing@essex.com) for video, virtual tour, and virtual staging inquiries and requests.

# Facebook

- Facebook is a communication tool for prospects and residents. Regularly updated and active Facebook pages help our search engine rankings and increase our reach to prospective residents.

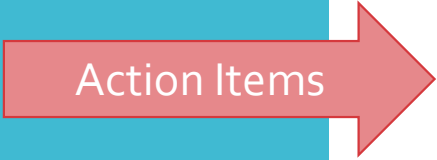
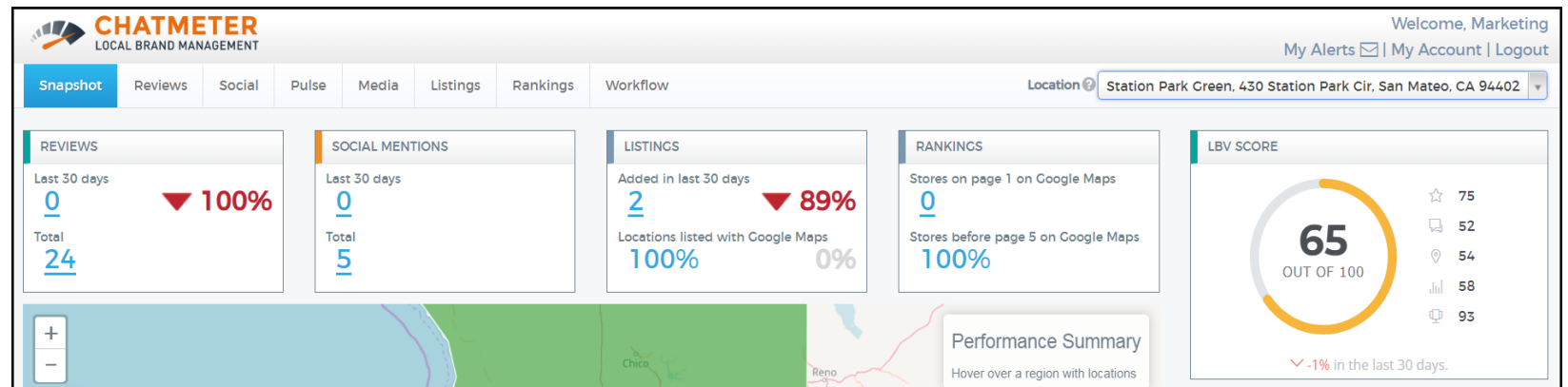


## Action Items

- Communities that have their own Facebook page should have at least one on-site associate serve as the admin to manage and monitor the page. We recommend posting 1-2x weekly.
- Review the [Facebook guidelines on Buzz](#) for more information.

# Reputation Management: Chatmeter

- Chatmeter is our primary reputation monitoring and reporting tool, here to assist in most effectively managing your community's online reputation. It allows us to understand and analyze our online reviews.

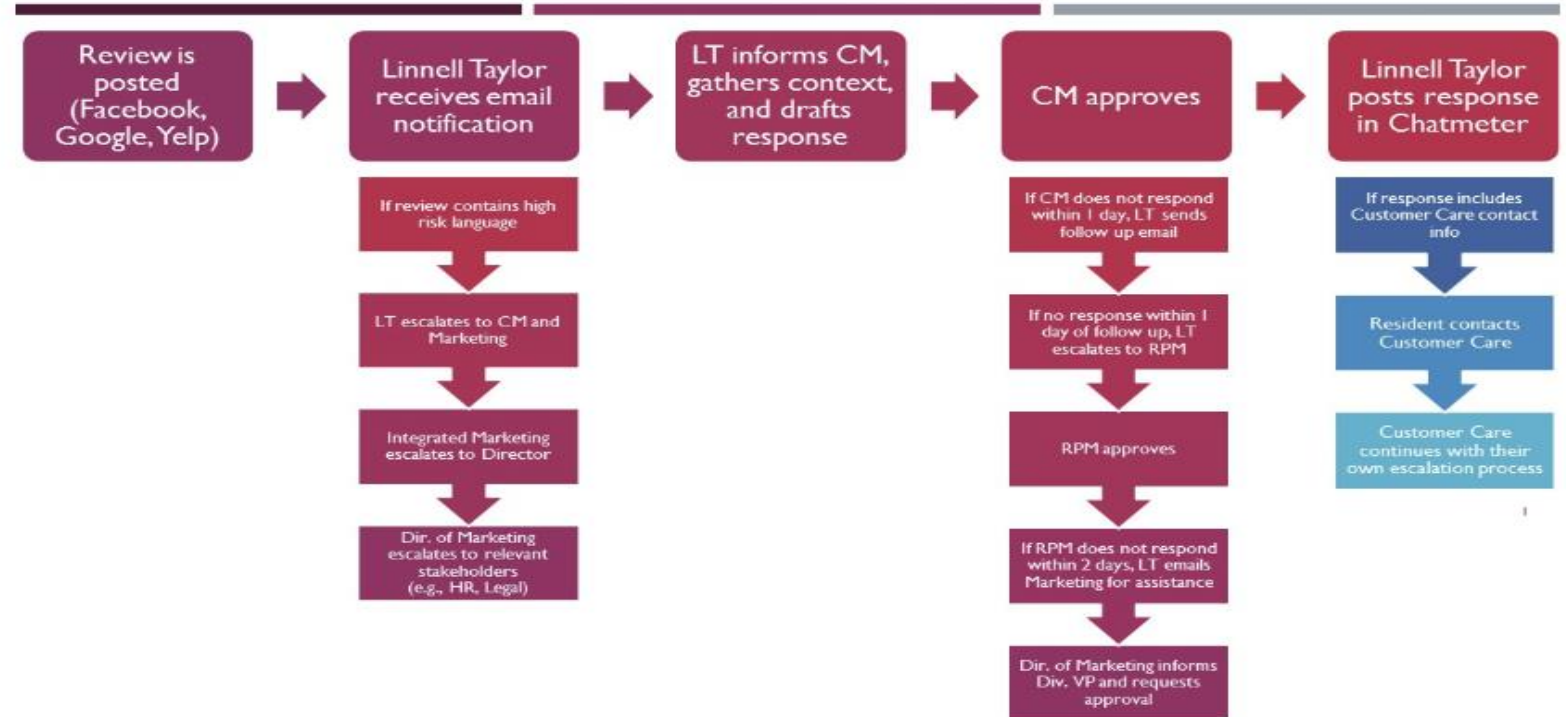


- Request reviews from satisfied customers as often as possible
- Log into [Chatmeter](#) at least once a week to review stats, reports, and reviews. (**Username:** Community Managers should use the community email address to log in. RPMs should use their personal Essex email address to log in. **Password:** The link above can be used to request a new password.)
- Visit the [Chatmeter page on Buzz](#) for more information.

# Reputation Management: Escalation Process

## Action Items

- LinnellTaylor Marketing (LTM) is our public relations partner that provides response-writing services to assist communities with publicly replying to online reviews. Here is the response escalation process:



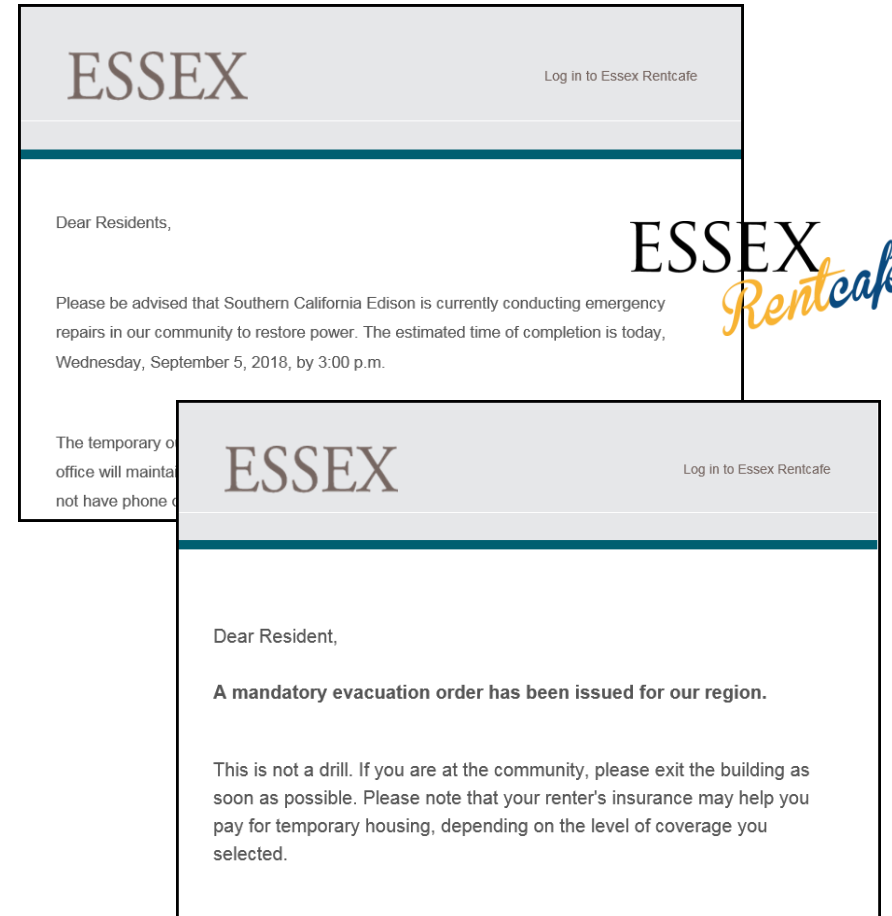
- Respond to requests from LinnellTaylor as soon as possible. Requests will arrive to your community inbox from [reputation@linnelltaylor.com](mailto:reputation@linnelltaylor.com).
- Request reviews from satisfied customers as often as possible.
- Visit the [Reputation Management page on Buzz](#) for more information.

# Resident & Crisis Emails

## Action Items

- Use Rentcafé Site Manager to send email messages to your residents
- Communications provides assistance for regular resident messages on an as-needed basis
- Communications MUST be consulted for crisis communications as they go through an approval process that involves Legal and senior leadership

- Email [communications@essex.com](mailto:communications@essex.com) to request:
  - Assistance with crisis communications. Within business hours, you will receive an immediate response.
  - Assistance with wording communications that you send to your residents (i.e. non-emergency messages about common areas, pet policies, etc.).



# Resident Events

## Action Items

- Improve resident retention and score higher online reviews by hosting resident events

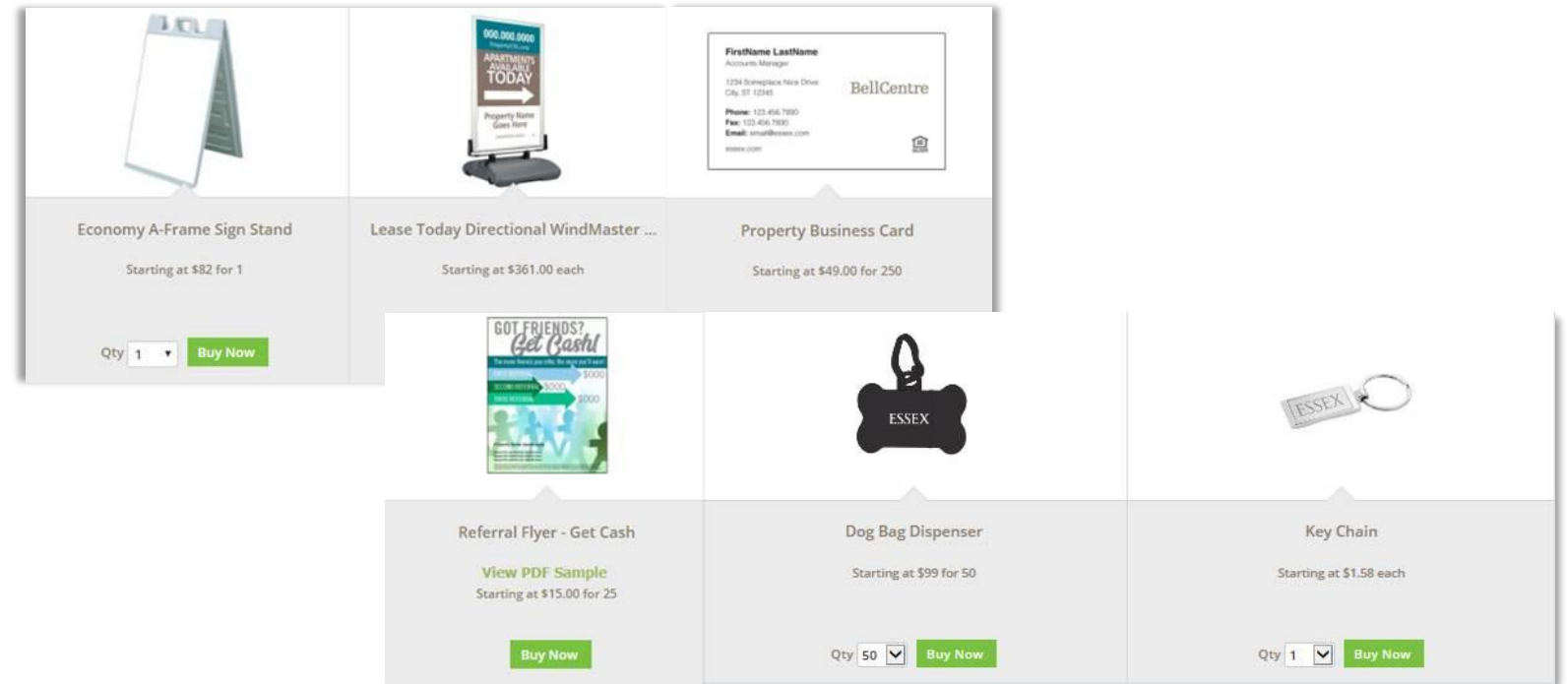
- Resident events help:
  - Strengthen community ties
  - Add value to prospect tours
  - Promote increased social reviews and participation
  - Enhance resident and associate communication



- Tie events to business opportunities – encourage online positive reviews, encourage Rentcafé use.
- Foster inclusivity – make sure themes are carefully chosen so no one feels left out and include your entire community staff.
- Promote events with customizable flyers available on Buzz.
- Visit the [Resident Events page on Buzz](#) for more information.

# Collateral & Signage

- The Home Store (Benson) is your one-stop shop for marketing collateral and promotional items including stationery, business cards, referral flyers, resident giveaways, select signage, and more.



Action Items

- Visit your [Benson Store](#) (Password: there is one login per property, please check with your property before contacting Marketing for assistance) and click on “Your Marketing Store” to log in.
- For signage not available in The Home Store, refer to the [Signage Guidelines on Buzz](#). Resources include preferred signage vendors and standard signage guidelines in six color schemes.



# Redevelopment Support

- Marketing works in partnership with Redevelopment to showcase community upgrades, enhance resident communications, drive occupancy, and boost online reputation. Marketing can assist with signage, wayfinding, photography, and other redevelopment support.



Customizable Flyer



Directional A-Frame

## Action Items

- Visit the [Redevelopment page on Buzz](#) and view the [appendix](#) of this presentation for a portfolio of marketing resources to assist you during redevelopment.
- Contact [marketing@essex.com](mailto:marketing@essex.com) for additional support.

# Buzz Intranet

- An intranet is a private network contained within an enterprise. At Essex, our intranet is called “Buzz” and is your go-to resource for company news and resources.

Accounting/Finance   Asset Management   Human Resources   Information Technology   Operational Services   Property Operations   Training

Company Directory

Search for associate or community

Directory lists:  
Community phone list  
Corporate Phone List  
Company Org Chart

Community Operations

Yardi: Essex  
Incident reporting:  
Worker's Compensation |  
Ops Ticketing Portal  
Playbook  
Yieldstar  
On-Site  
Utility Management: AUM | Conservice  
Kingsley Resident Satisfaction  
The Home Store/Benson  
Community Photography

News and Communication

News   Cool Stuff

**Prop 65 Signage Reminder – CA Communities Only**  
Attention: All CA Communities

A reminder to all CA communities that you will be receiving new Prop 65 signage this week and new signs must be posted by August 30<sup>th</sup>.

Read more

**The In It to Win It Workout Challenge is Underway!**  
August 15

**Bay Area Essex Hiring Day: 8/23**  
August 15  
Attention: All Bay Area Associates

Cyber Resources

Check out the Essex Cyber Resources page  
Hotline: 650-655-7851

Stock Quote

Essex Current	Net Change	-\$0.60
<b>\$243.54</b>	Percent Change	-0.25%
	Today's High	\$244.51
	Today's Low	\$242.53

Stock information is delayed and may not be in real time.

Grow your career at Essex


Featured openings:  
**Community Manager (Station Park)**

## Action Items

- Email [communications@essex.com](mailto:communications@essex.com) to request inclusion in Buzz News, Cool Stuff, or updates to existing pages within Buzz as needed.
- Visit the [Marketing section of Buzz](#) for information and resources referenced in this guide.

# E-Hour

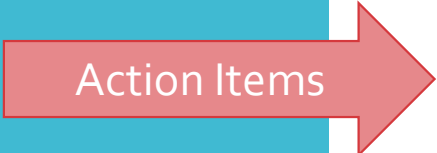
- Essex holds weekly meetings at each community for on-site associates each Wednesday from 9 am – 10 am. These meetings allow teams to communicate about projects, procedures, and goals, and to relay announcements from our various corporate departments.

 **E-Hour Talking Points: September 5, 2018**

**1. Enhanced RealPage Utility Statements Begin September 10<sup>th</sup>**  
This message applies to all communities that have RealPage (formerly AUM) as their utility provider. Communities that are serviced by Conserve do not need to review this announcement.

**What Is Changing?**  
Beginning on September 10<sup>th</sup>, our utility service provider, RealPage, will roll out a new bill format. The new format will include a modern, colorized bill design with due date and balance clearly visible and will also be made available in Spanish. This change is occurring because AUM was purchased by RealPage last year and is simply updating the appearance of their communications to match the RealPage brand. Please refer to the attached "RealPage Enhanced Statement Flyer to Post" for more information. A communication of this change that may be posted in common areas to advise your residents of the change.

**Collect On-Site Communities**  
For communities that collect utility payments via check or money order in the Leasing Office, the process will remain the same and no further change needs to be communicated. Please refer to the attached flyer for more information.

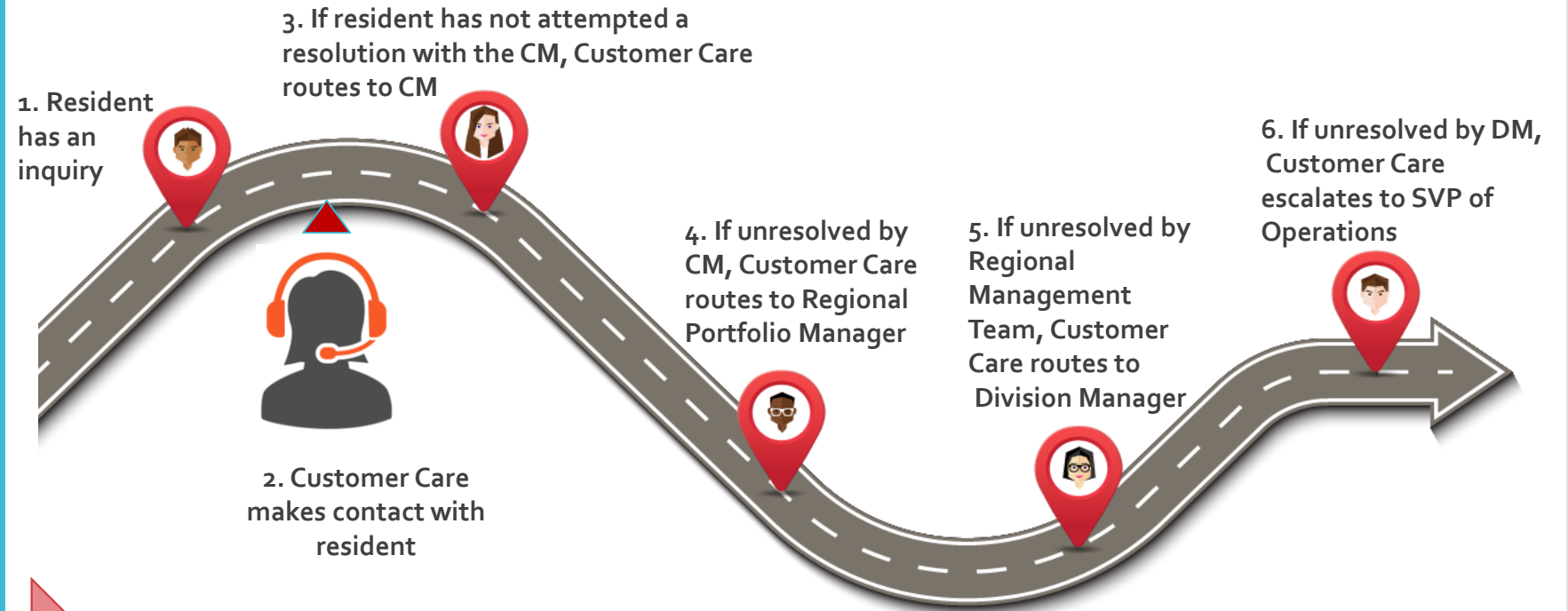


## Action Items

- Every Tuesday, Community Managers should check their email for the agenda and talking points sent from [communications@essex.com](mailto:communications@essex.com).
- Every Wednesday, on-site associates conduct/participate in E-Hour.
- Corporate associates who have E-Hour announcements should email them to [communications@essex.com](mailto:communications@essex.com) at least one week prior to E-Hour.

# Customer Care

- In partnership with Operations, Customer Care provides a response to resident inquiries within 1 business day to ensure they are directed to the appropriate point of escalation.
- Customer Care also manages the residential side of Essex Rentcafé.



## Action Items

- Email [customercare@essex.com](mailto:customercare@essex.com) for Customer Care assistance.

# Marketing Request Timing

Topic	Request	Lead Time
<b>Essex website</b>	All website-related requests including updating content	Responds within 2 business days
<b>Photo &amp; Video</b>	All photo- and video-related requests, including photo shoot scheduling	Responds within 2 business days
<b>eBlasts</b>	Design and release email	Allow up to 1 week for design and approvals, prior to release
<b>Specials</b>	Request special posted to website and ILS	Responds within 2 business days
<b>Resident Communication</b>	Assistance with non-emergency resident communication	Responds within 2 business days
<b>Crisis Communication</b>	Assistance with crisis communication	Responds immediately within business hours

We look forward to partnering with you!

Reach us at [marketing@essex.com](mailto:marketing@essex.com)