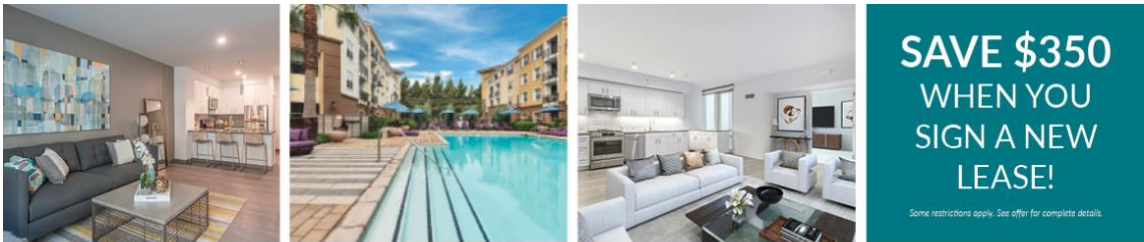


ESSEX

PASSPORT UNLIMITED JOB AID

What is Passport Unlimited?

- Passport Unlimited connects customers and businesses through an exclusive collection of offers and discounts available to employees at participating companies in California. Similar to an offer valid for AAA customers, Passport Unlimited discounts are only available to employees at participating companies.
- This new ad source goes into effect Monday, March 1, 2021.
- A complete demonstration of this program can be found [here](#).
 - Sign in as Guest
 - Go to Shop > Home & Garden
- On Monday, March 1, 2021 employees who work at a company who subscribe to the Passport Unlimited program will see various Essex advertisements that look like this:



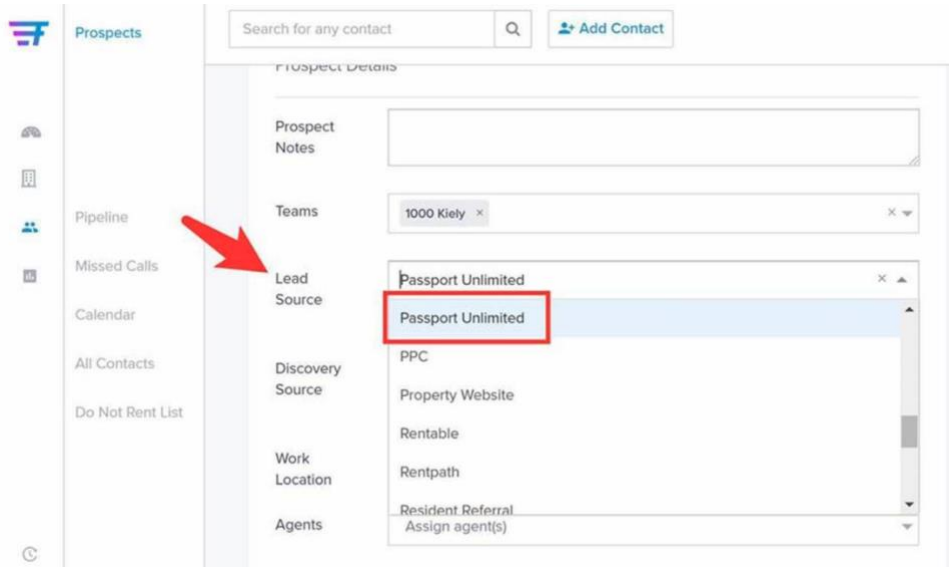
ESSEX EVERY STORY IS **UNIQUE**. EVERY HOME IS *different.*

What is the offer Essex is providing to participating companies of Passport Unlimited?

- Our promotional offer is \$350 off move-in costs with a new 12 to 18-month lease.
- This offer can be used in conjunction with any other current concession being offered.

What is the on-site team responsible for when it comes to Passport Unlimited?

- If a prospect mentions Passport Unlimited during their first visit, you must offer them the \$350 off move-in costs **in addition** to any current offers.
- You will need to attribute the source properly! Any prospect that mentions or receives the \$350 concession must be attributed to the **Passport Unlimited** ad source. This is the only authorized means to attribute to this discount.
- If the prospect visits our Essex website from a direct click through the Passport Unlimited website to submit an application, the source will be automatically tracked. If they call the property directly or walk in, you will need to manually attribute the ad source.
- The ad source will look like this in Funnel:



If you have any questions, please contact Marketing@essex.com.