

First Catch of the Day – Guest Speaker Session with Lisa Trosien

**Refer to slideshow photos in gallery for additional items from Lisa's presentation.*

- Self-service events/stations
 - Plant pots/succulents – supply small pots, dirt, and plants of your choice for residents to fill and take.
 - Donut wall – build out/decorate a wood wall with pegs and hang donuts on it.
 - RAD – Resident Appreciation Day instead of week
 - If properties in the same market are doing theirs the same time, buy in bulk.
 - Mobile vet – schedule a time for them to be on property or supply resident a trusted one's information.
 - Residents are beginning to look at mobile services vs. food for vendors that visit the community.
 - “Thank You Thursday” where you put out snacks/drinks for residents to grab and go.
 - Reading Rhythm – everyone reads in silence for a given time. Supply snacks/drinks and have attendees discuss what they're reading after.
 - Dog Yoga with Shelter Dogs
 - Donate pet fees to a local shelter.
 - Gift wrap stations.
 - Scavenger Hunts – find the hidden object (e.g. rubber duck) around property, but make sure it's branded so residents can't buy their own and bring it in.
 - Coloring and Cocktails – supply a bunch of adult coloring sheets and colored pencils/crayons plus snacks/drinks.
- Get residents to know your staff!
- Lose the towel bars and go with hooks instead! No one's ever objected to losing towel bars in lieu of hooks, and hooks are easier to work with.
- Tik Tok trend parties – provide residents with recent food/drink trends so they can try the items instead of buying quite a bit themselves.
- Dinner With Strangers – host a dinner (or simple tasting) event with a select number of new residents to meet each other.
- Girl Scout Cookie Sales Party – invite a Girl Scout into the office to sell, or if there isn't one on-site, reach out to a local group to see if they're interested in going door-to-door or setting up a stand.
- Reserved parking spaces for long-term residents.
- Private work spaces that can be bought and setup in the clubhouse.
- Golf Cart ice cream truck.
- “Woofet” (snack bar) for dogs
- Celebrate daily holidays that aren't as common (National Cupcake Day – bring cupcakes for residents)

- Cross-market to local businesses telling them how many residents live at your community vs. number of apartments (we have 1,000 people we could tell about your business vs. our community has 400 apartments).
- Post about Nice and Naught Pets of the Month
- “Where would I hide in this apartment/community?” videos to make it fun.
- Peak – video tours of each floor plan.
 - Take video tours of each exact home and not just by floor plan.
 - When the office is placing move-in supplies/gifts, take a video on the way out and use simple editing tools for music/graphics.
- Yardi – Deal/Steal of the Day – apartments would typically rent within 48 hours even if minimal concession being given.
- Adjust SEO for AI.
- 90% of prospects want to “see the view”
- 75% want to work with a business that has a sense of humor.
- Park Here to Lease signs vs. Future Resident Parking
- Stretch Lab marketing idea.