

The background of the slide is a solid red color. Overlaid on this background are various items in a muted, darker red tone, creating a monochromatic effect. These items include a canvas tote bag with straps, a baseball cap, a t-shirt, a spiral notebook, three pens, a water bottle, a lanyard, and a pair of sunglasses. The Entrata logo, consisting of the word "entrata" in a sans-serif font inside a white square, is positioned in the top left corner.

entrata

# Strategies for Resident Communication

*Webinar – February 24, 2017*

# Housekeeping Items

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- This webinar is being recorded
- A follow-up email will be sent with a link to the recording
- Questions can be submitted through the GoToMeeting control panel



# Agenda

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**Communication Trends**



**Overcoming Communication Obstacles**



**Best Practices**



**Question and Answer**



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# Communication Trends

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# Communication Trends

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- **72%** of people prefer email
- **91%** of 18-49 year olds read or send an email every day
- **68%** of 18-29 year olds send or read a text message every day





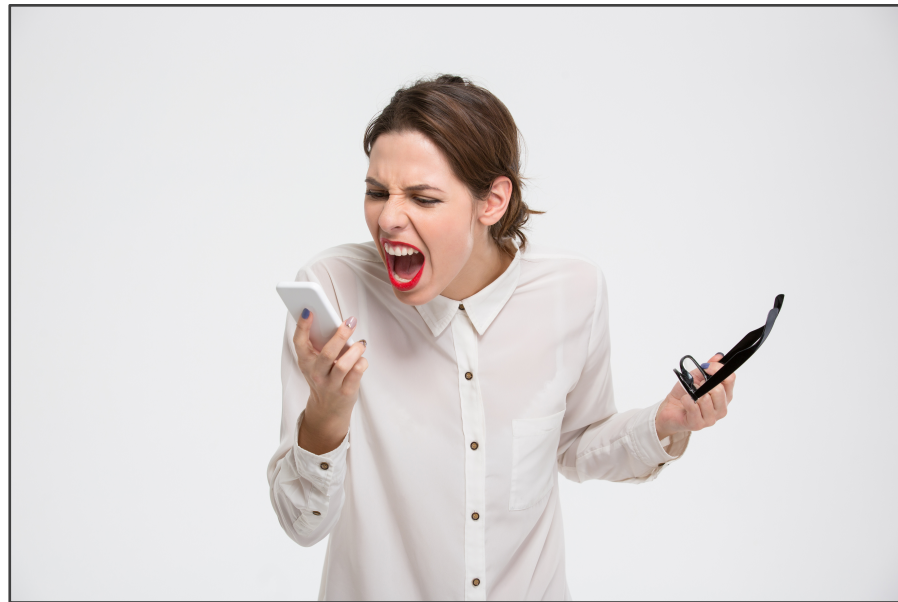
# **Obstacles to Effective Communication with Residents**

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# Communication Obstacles

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- Lack of staff training
- Resident preferences
- No two-way communication



# How Much Is Too Much?

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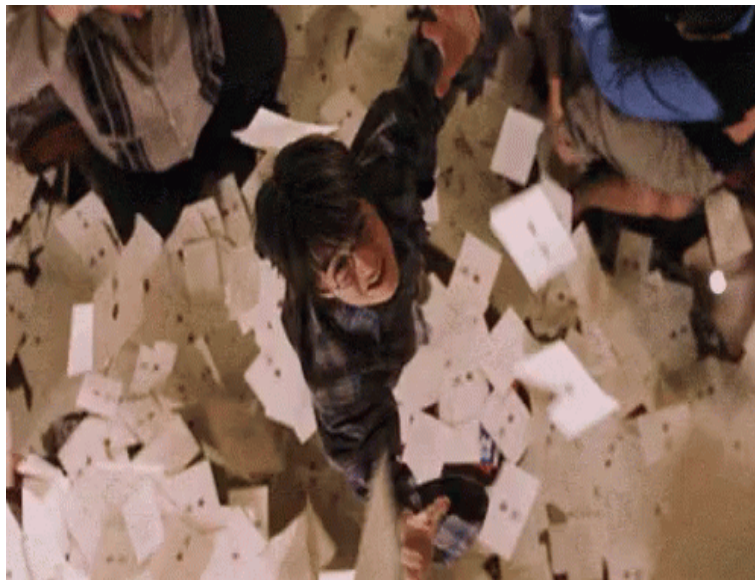


# How Much Is Too Much?

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## Research Shows:

- **17.8%** average open rate on **marketing** emails
- **44%** open rate when **5 emails** are sent within a **3 month** period





# Best Practices

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# Tools to Help with Communication



- Chat window for residents
- Email
- Social channels
- Reviews

# Unique Communication Methods

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 **ASPEN**HEIGHTS



# Unique Communication Methods

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 ASPEN HEIGHTS



# “It’s a Night and Day Difference”

## Aspen Heights Results

- Saved 6 hours of work
- No paper folders
- No human errors





# What's Coming Next?

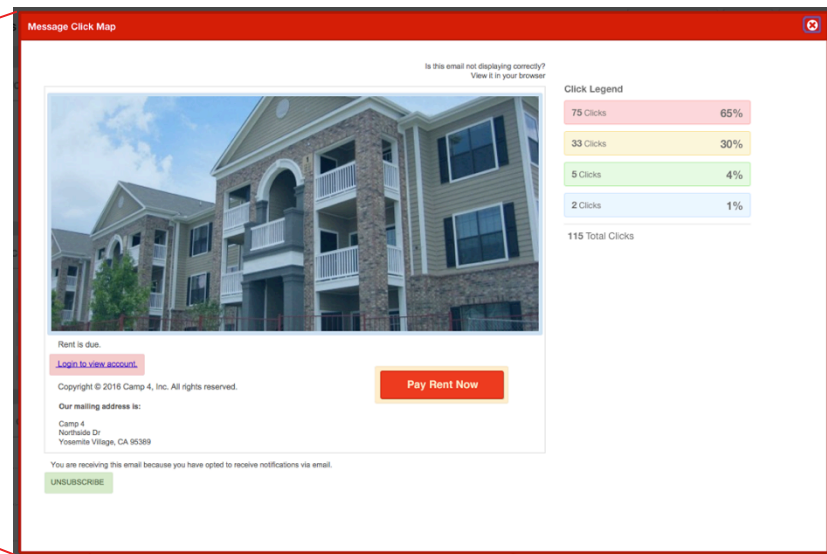
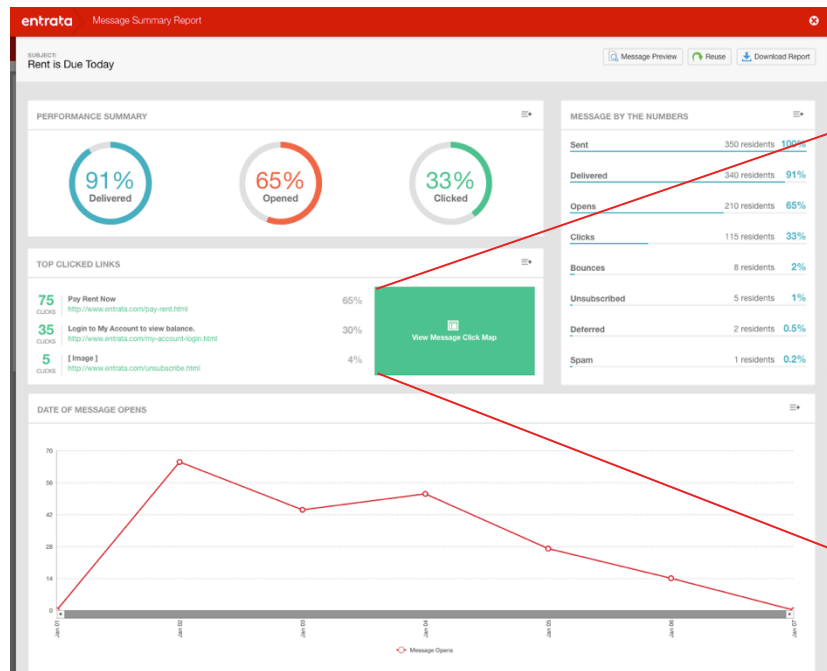
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# Message Center in Tools Menu

The screenshot displays the Entrata software interface. At the top, the 'entrata' logo is on the left, and a navigation bar contains icons for Dashboard, Leads, Residents, Corporate, Accounting, Reports, Apps, Websites, Setup, and Tools. A yellow arrow points from the 'Tools' icon to the 'Message Center' option in the dropdown menu. The dropdown menu is open, showing options: All Residents, Bulk Unit Assignments, Charges, Deposits, Maintenance, Message Center, Other Income, AR Payments, Renewals, Reputation, Packages, Services, Community, HAP Requests, Tenants, TRACS Transmissions, and Special Claims. A hand cursor is positioned over the 'Message Center' option. Below the navigation bar, there's a section for 'Urgent Pending Financial Move Out' with a warning icon and text 'You have 1043 financial move-outs over'. Below this is a row of status indicators: Approvals (99+), Leads (99+), Applications (99+), eSign Docs (99+), Payments, POs (30), Invoices (99+), Checks (0), Inspections (99+), Utilities (0), Pricing (0), and Vendors (0). The bottom section is titled 'Completed Applications' and contains a table with columns: PRIORITY, LEAD, COMPLETED, SCREENING RESULTS, UNIT, MOVE-IN, and AGENT. The table lists three entries, all with 'Urgent' priority and 'Frrr, Fgh' as the lead.

PRIORITY	LEAD	COMPLETED	SCREENING RESULTS	UNIT	MOVE-IN	AGENT
Urgent	Frrr, Fgh	10/13/13			10/13/13	Sr. Kevin Jones
Urgent	Frrr, Fgh	10/13/13			10/13/13	Sr. Kevin Jones
Urgent	Frrr, Fgh	10/13/13			10/13/13	Sr. Kevin Jones

# Email Report with Click Tracking





# Message Center & LeadManager

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# Lead Scoring: Q1-Q2

The screenshot displays the Entrata software interface, specifically the 'Leads' section. The top navigation bar includes the Entrata logo, user profile (jeff@demoold.com), and a search bar. Below the navigation bar, a dashboard shows various metrics: Approvals (37), Leads (27), Applicants (7), Residents (31), Res. Portal (99+), Maintenance (14), Financial (11), and Help (2). A secondary row shows Assign Agents (3), Potential Leads (8), Never Contacted (13), Contact Needed (8), and Not Progressing (8).

The main section is titled 'Leads Needing Contact'. It features a table with columns for DUE, LEAD, LEAD SCORE, and AGENT. The table lists several leads, with the first lead, 'Redd, Macie LS', highlighted. A callout box points to the '4.5' lead score for this lead, stating: 'Lead Score We have identified Macie LS Redd as very likely to convert based on past property & market leads with similar metrics.'

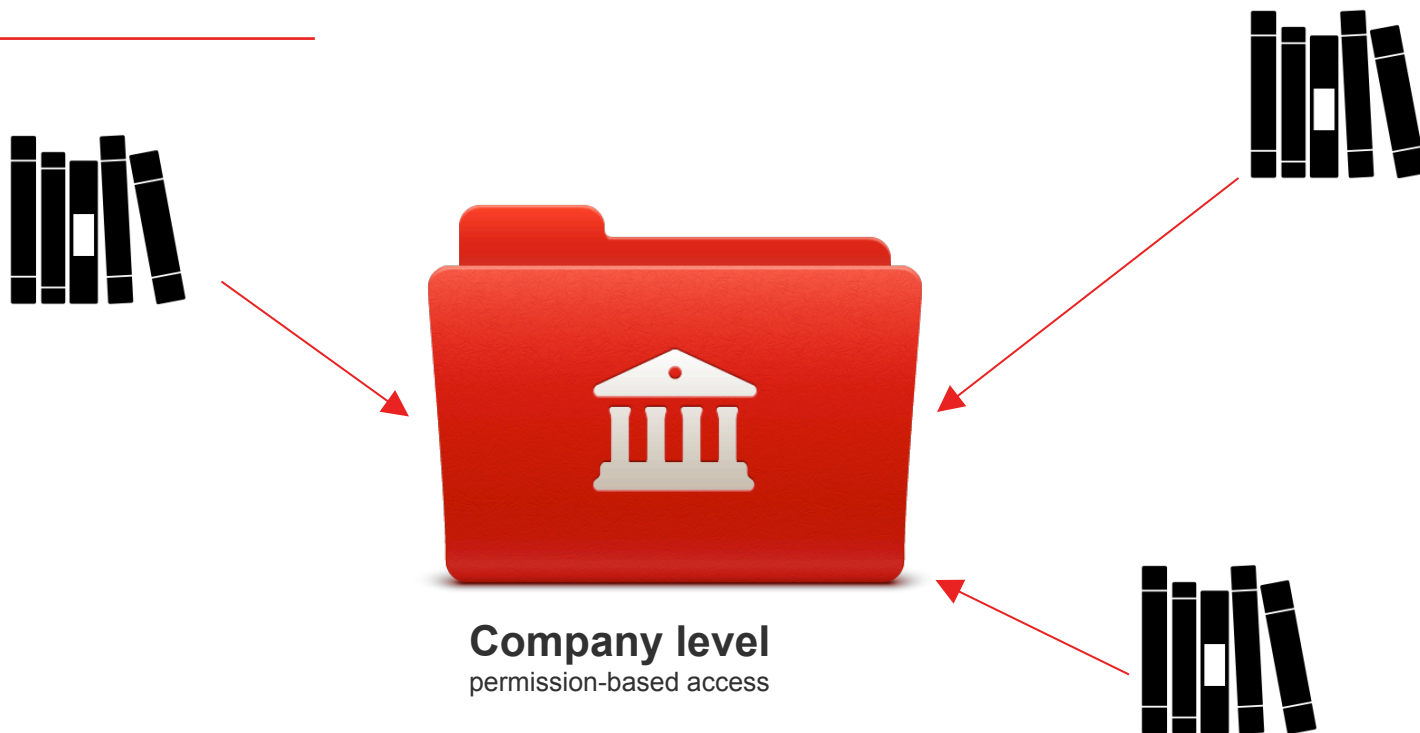
An inset window shows the 'Guest Card' for 'Redd, Macie LS'. It includes a 'What's Next' section with a 'Send Invitation' button, a 'Guest Card' section with a 'Send application invitation to primary applicant' button, and a 'Lead Score' section with a '4.5' score and a five-star rating. The 'Lead Score' section also includes a brief explanation: 'We have identified Rose Brown as very likely to convert based on past property & market leads with similar metrics.'

The bottom right corner of the interface shows a 'Message Board' with options to 'Create New Message', 'Manage Messages', and 'Archived Messages'.

Outgoing Email on 8/15/2016

# Template Library

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# Questions?

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