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How to Lead a “World-Class” Meeting

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In Tough
Times, Want
Loyalty? Give
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TIPS YOU CAN USE

Mid-Winter Curb Appeal Can Sizzle

By Leah Brewer, Leasing Queen

With the glitz and glimmer of the holidays past, January is the most difficult month to promote our apartments with interesting exterior visual features. Find unique and different ways to make your apartment community stand out from the competition, without green grass and flowers. Here are three ideas to enhance your winter curb appeal and increase drive-by traffic:

1 Leave your lights on. Don't be too quick to remove those holiday lights. Instead, find ways to incorporate the lights into a new marketing campaign or season. While trees, ornaments, glittery metallic, and bows are past tense, you can replace these forms with giant snowflakes, sledding and skiers. If you've used white lights, the possibilities for a Winter Wonderland are endless. With a few decorative changes, you can use your lights right into red Valentine's and green St. Patrick's Day themes.

2 Add lights and movement. Use the early darkness to create a light show starting at dusk. Exterior projection systems can light up a bare building wall with skaters moving across a pond, snowflakes falling or stars shooting upwards; systems cost less than \$150.

3 Use seasonal resources. Use the snow and ice to draw attention to your community. Build a snow family in a visible traffic area, complete with dog or cat if you take pets. Buy an ice sculpture mold from a catering supplier and freeze your own art to place in a prominent place. Create hurricane candle holders out of ice by freezing a bucket of water overnight, then remove it upside down and pour off the excess water to create a deep bowl. Place votive candles inside each night for custom luminaries around your entrance or identification sign.

Ideas abound, so get creative and imaginative and make your property pop and sizzle to attract new clients and make your residents proud of their home and your efforts.



Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995 serving multi-family housing with marketing consulting, training and staffing. Leah presents fun, interactive and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.

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Calling all Apartment Association members! Join us for our annual Legislative impact at PMAM's Capitol Day on February 4, 2009. Volunteer your day and meet your State Legislators to discuss hot topics that impact our industry. Call Maria at the DMAA to volunteer your day in Lansing, which will begin with a short "how-to" session and end with an elegant reception for our State Legislators and PMAM members from 4-6 p.m. at Troppo's in downtown Lansing. Make your voice heard and support the PMAM legislative agenda at Capital Day.