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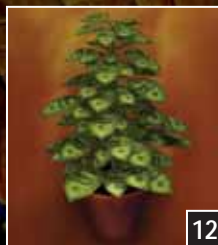
Making Change Work for You

PAGE 6



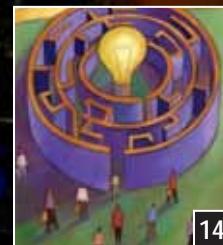
What's
Pushing Your
Buttons?

10



Grow Your
Business
with Smart
Marketing
Alliances

12



Did You
Know...?

14



CONFESSIONS OF A Volunteer Junkie

By Mary Johnston, CAM, Director of Operations, Full House Marketing, DMAA Board of Directors, DMAA Education Committee

Ok, I admit it. I'm a Volunteer Junkie. I volunteer for everything... PTO, sports teams, civic committees, church events... everything! I even volunteer at the school my son has not attended for 2 years! And that is just my personal life. My professional life is equally as challenging. Just ask me and I'll do it. I can't stop myself! Any committee that needs me... I'm there. Any flyer that needs to be written... I'll write it. Any event that needs to be planned... no problem. Any project that needs to be organized... let me at it! So I've been asking myself; why do I need to be involved in everything? Am I searching for fulfillment? Am I bored? Do I need more to do?!? Maybe the former, but I'm pretty sure it's not the latter. So, what is it? Well, I think I've figured it out... I'm fairly certain the world will come to a screeching halt if I say no to anything. Yup, that's it. My son will fail at school if I am not there to make sure that the PTO newsletter is completed. He will be ostracized from his football team if I don't sell hot-



dogs at his game. It goes without saying that my church will have to shut its doors on Sunday if I'm not there to pass out the weekly bulletin. And don't get me started about work... say no to a committee, a task, a function? I don't think so!

All kidding aside, I love to volunteer. I get so much more out of it than I give. Volunteering gives me the opportunity to stay connected in ways I would never have imagined. The relationships I've developed, both personally and professionally, are some of the most fulfilling I have ever experienced. So, the next time you are called upon to help out on a committee, to teach a designation class, to help at the trade show, grit your teeth and just say YES! I promise you won't regret it! But, if I'm wrong, just call me. I think I know someone who will do it for you!

As for me... baby steps. Maybe I'll do us all a favor and say no next time I'm asked to write an article for the newsletter!




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SUSTAINABLE FORESTRY INITIATIVE



TIPS YOU CAN USE

Your Home Means You're Home!


By Leah Brewer, Leasing Queen

Why does a prospective resident choose to live at one apartment community over another? Price? Size? Floorplan? Specials? Dynamo Leasing Consultant?

I believe the strongest reason in choosing one's home is the unspoken and perhaps unconscious connection to the leasing consultant, the community, and the space itself. Your prospects must be able to "see" themselves happily living in the apartment and feeling at home. A good leasing consultant takes every opportunity to help their client feel connected to the space they will call their home. Words like "you," "your" and "yours" are free and simple techniques to give you the sales advantage over your competition, to close more leases and increase your occupancy.

Rather than make a leasing statement of fact such as, "all our apartments come with a frost-free refrigerator/freezer," personalize

it: "your apartment comes with... or "you will enjoy your..." then relate a tailored benefit. Connect the prospect with the apartment by showing it as *theirs*.

One of the best examples of using this easy technique was overheard at an apartment community for seniors. An elderly prospective resident noticed the brand new carpet as the Leasing Consultant opened the door to view an available apartment. The prospect conscientiously asked whether she should remove her shoes first, to which the Leasing Consultant replied: "It's **your** home, *you* decide!" 

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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