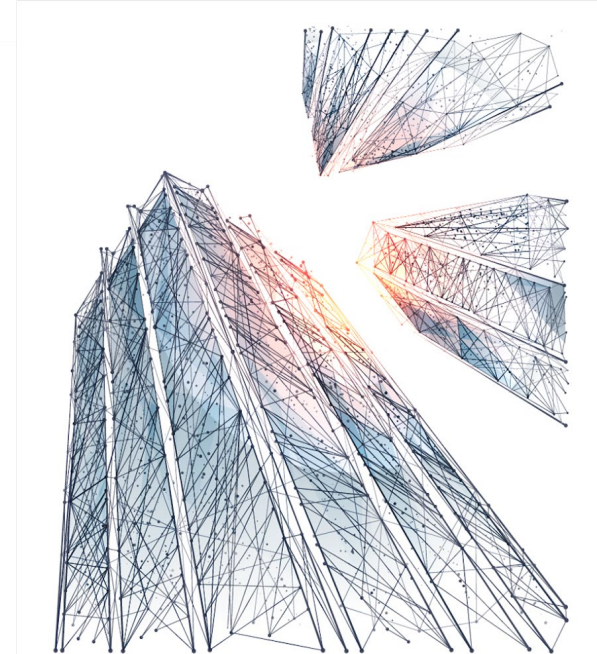
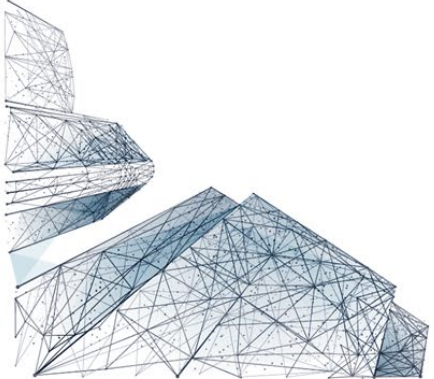


WELCOME TO AIM 2022



PRESENTED BY  
**REACH**  
by RentCafe®



# A BLUEPRINT TO BUILDING A CENTRALIZED LEASING MODEL THAT DOMINATES

AIM 2022



**KRISTI FICKERT**  
VP of Enterprise  
Growth, Realync



**SUZANNE HOPSON**  
Executive Vice President  
of Sales & Marketing,  
Tricap Residential Group



## REVIEW

the shift to centralization with a look  
at a current model that's working

## MOVE

into roadblocks and challenges

## THE WINS

what we got right

## CROWDSOURCING

*potential improvement and  
solutions via a live dream session*

# Welcome to Our Marketing Studio

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Fluid Markets

Short Staffed

Tech Adoption

Environmental  
Disruptors

Leasing  
Managers  
Maintenance  
Regionals  
Marketers  
VP's



# The State Of the Industry: Pre-Centralization

**400K**

Record New Units

**1.6M**

Households will form in 2022

**20 YEARS**

Lowest vacancy rate



**ATTRITION + ACQUISITIONS**

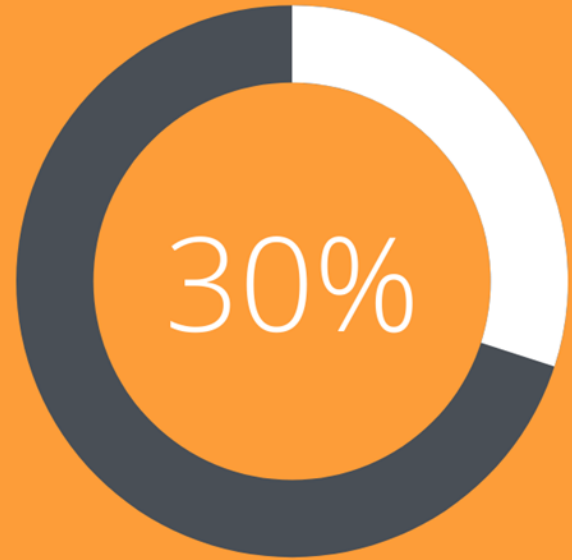
**DOUBLE DIGIT RENT  
GROWTH**

**LABOR MARKET RECOVERY**

**DEMAND FOR ALTERNATIVE  
DWELLINGS**

## Not Enough Hours

More than 1/3 of rental housing employees say they can't get their work done in the time allowed.





# Evaluating Business Threats

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**#1**

Employee Retention



# Evaluating Business Threats

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**#2**

Recruitment of new employees





# The Shift to Centralization

AND HOW IT'S SOLVING THE INDUSTRY'S BIGGEST CHALLENGES



**83%**

**of leasing agents prefer to take in-person tours**



**52%**

**of prospects said they'd rent with only a virtual tour**





# Management Company

Website  
Branding/Collateral  
Social Media Accounts  
Broad Advertising  
Specialized Staffing  
Chat/Support Tools



\$5-\$9k/Month Marketing Budget  
1 Leasing Agent/100 Units  
Property-centered CRM/PMS System  
Branding/Collateral  
ILS Listings  
Google Ads

Website  
Chatbot  
Social Media Account  
On-Site Staff  
Resident Support Tools



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Social Media Account  
On-Site Staff  
Resident Support Tools



# THE SETTING

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7

STATES

19

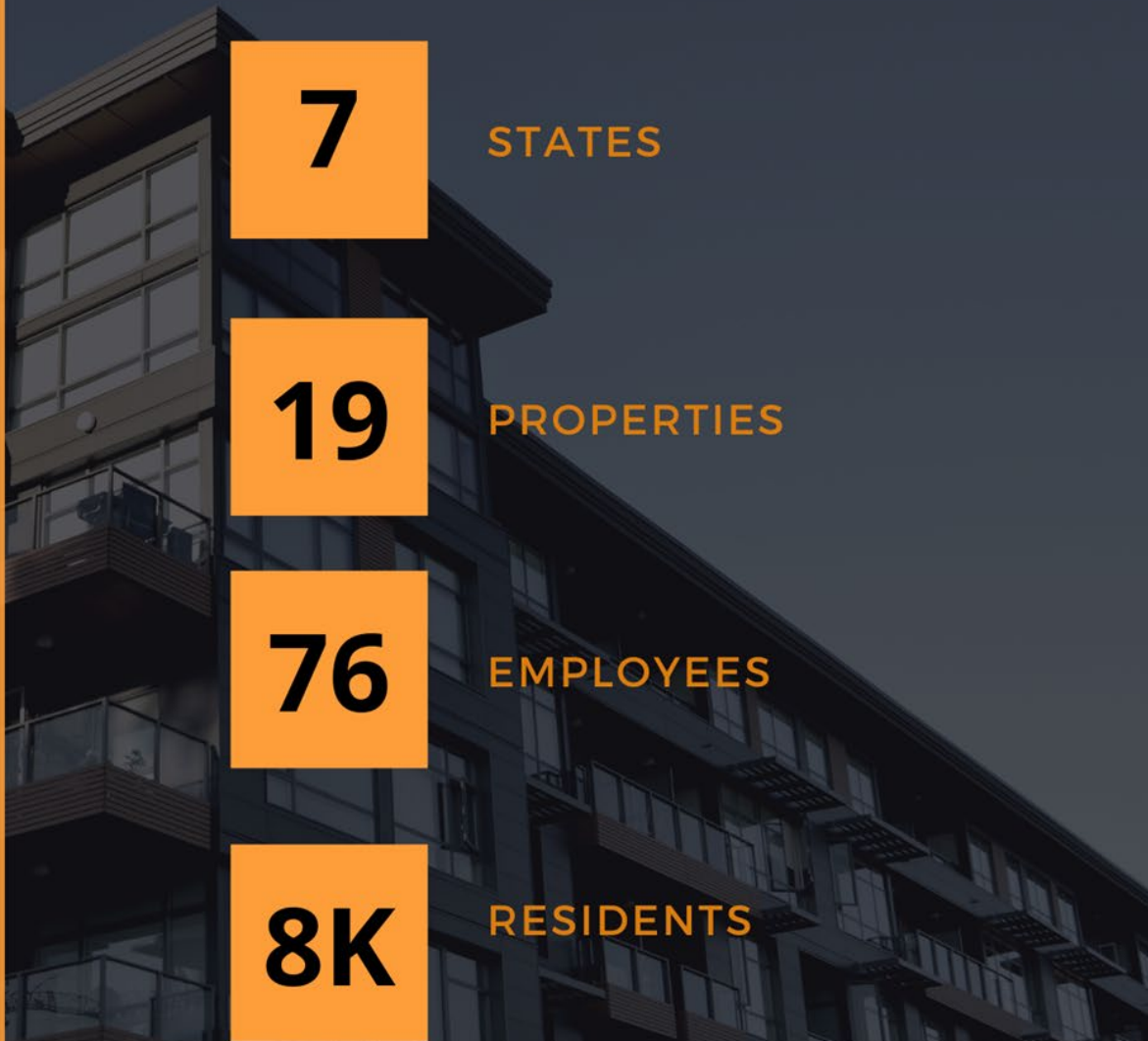
PROPERTIES

76

EMPLOYEES

8K

RESIDENTS



NAME: Tricap Leadership Team

VISION

CORE VALUES		3-YEAR PICTURE™
CORE FOCUS™	<p><b>Our Passion:</b> Helping people live better lives.</p> <p><b>Our Niche:</b> Quality product at a value driven price.</p>	<p><b>Future Date:</b> 12/31/2024</p> <p><b>Number Apartments Owned:</b> 10,000</p> <p><u>What does it look like?</u></p> <ol style="list-style-type: none"> <li>230 FTE Right People, Right Seat</li> <li>Flexible workplace with great benefits</li> <li>Systems &amp; software are simple &amp; awesome</li> <li>Industry leader in CX/EX</li> <li>Core processes followed by all</li> <li>90% of properties beating budget</li> <li>Industry leader in training &amp; development</li> <li>Career roadmaps &amp; promotion within</li> <li>Philanthropy is a part of the culture</li> <li>4 week paid sabbatical after 10 years of service</li> <li>Annual company conference</li> <li>50+ properties in 10+ states</li> <li>Balanced Work Life - "Tricap Life"</li> <li>Doing what you love, With people you like and respect, Making a difference in the world, Being appropriately compensated, With time for other passions.</li> <li>Culture of diversity, equity, and opportunity</li> <li>Industry leader in leveraging service &amp; engagement tech</li> <li>Environmental, Social, Governance is part of our culture</li> </ol>
7-YEAR TARGET™	(12/31/2028)   20,000 apartments owned	
MARKETING STRATEGY	<p><b>Target Market/"The List":</b> Resident Marketing: Exceptional Service. Incredible Value.</p> <p><b>Three Uniques:</b></p> <ol style="list-style-type: none"> <li>Customer focused business</li> <li>Easy living at Tricap (innovative, tech savvy, virtual processes)</li> <li>Quality product at a value driven price</li> </ol> <p><b>Proven Process:</b> Customer Centric Cycle</p> <p><b>Guarantee:</b> The Tricap We Care 30 Day Guarantee</p>	

CUSTOMERS

EMPLOYEES

MANAGERS

CEO

EMBRACE CHANGE

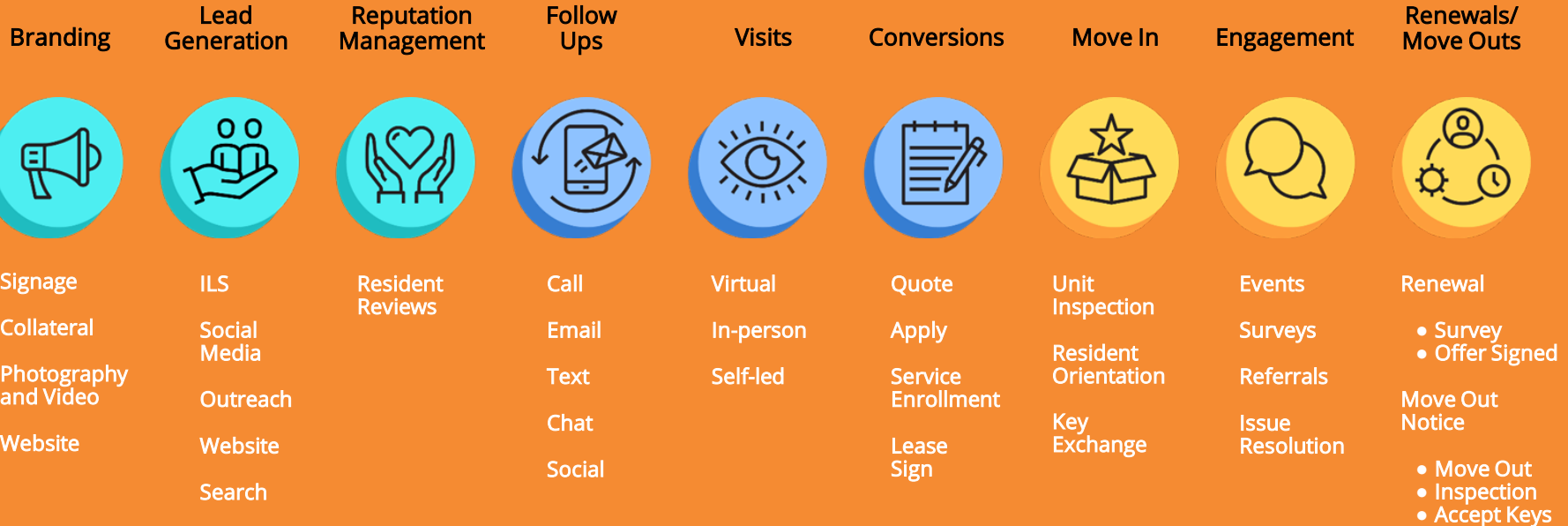
**INVERT THE ORG CHART**

# The Customer Centric Sales Cycle

## GENERATE

## CONVERT

## ENGAGE







# Management Company



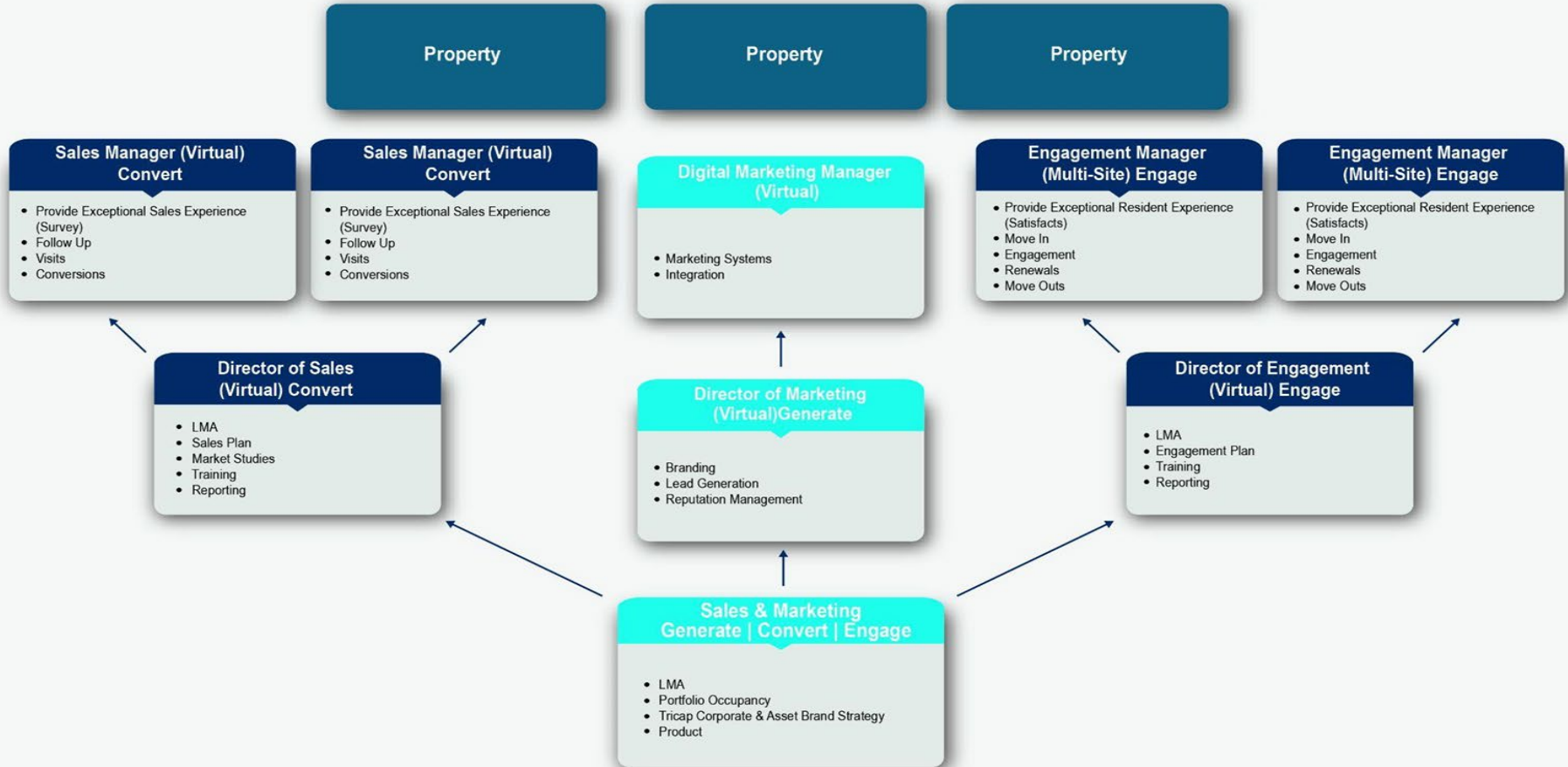
Increased Marketing Budget  
1 Leasing/Mgr per 500 Units  
CRM/PMS System  
Branding/Collateral  
ILS Listings  
Google Ads



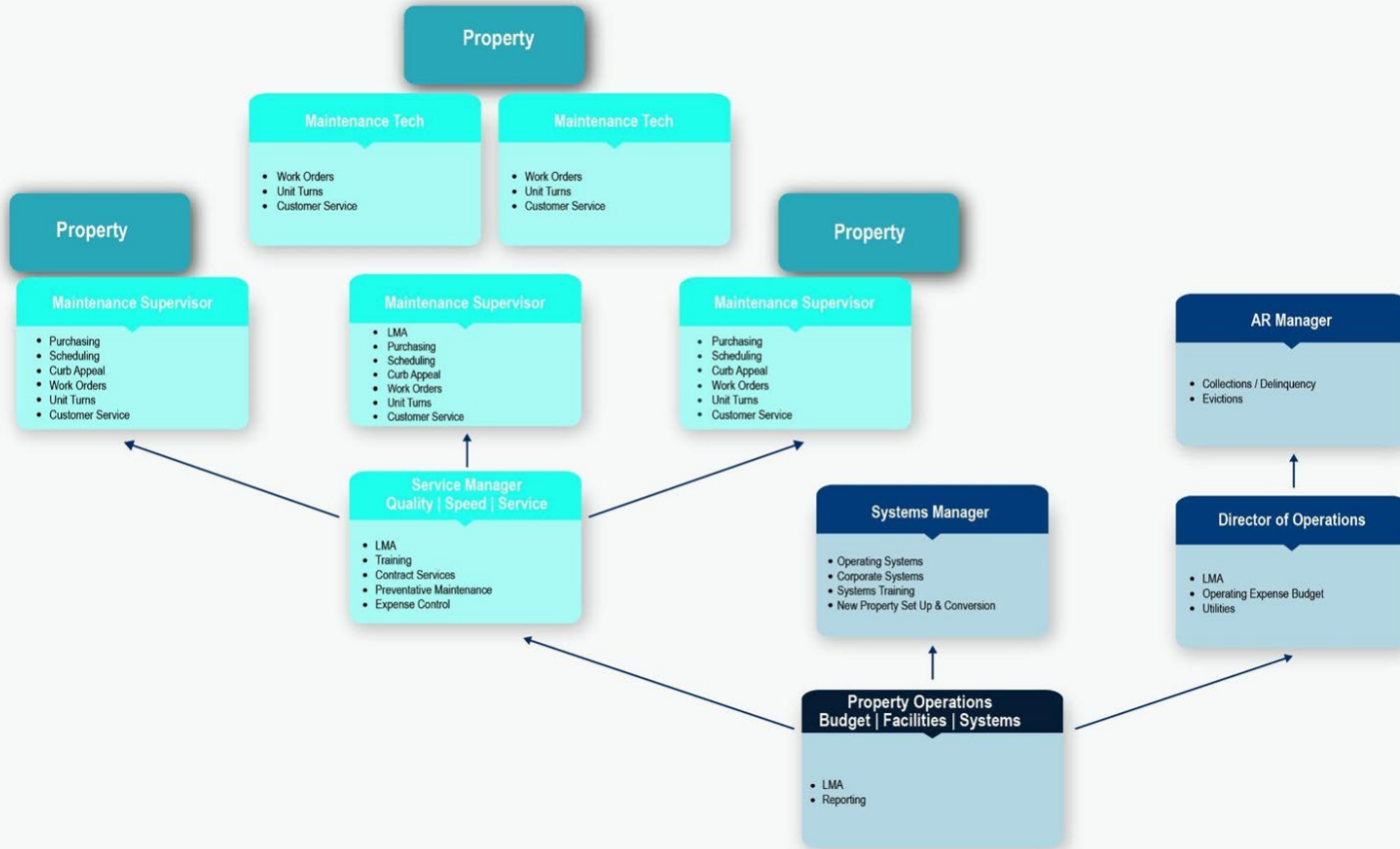
Website  
Branding/Collateral  
Chatbot  
Social Media Account  
Specialized, Remote Staffing  
Resident Support Tools

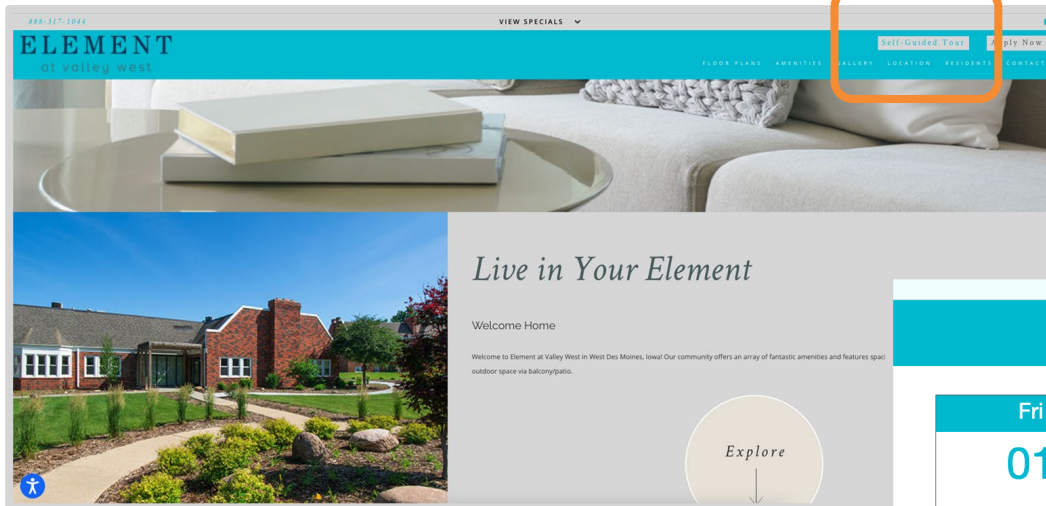


# Sales & Marketing -> Generate | Convert | Engage



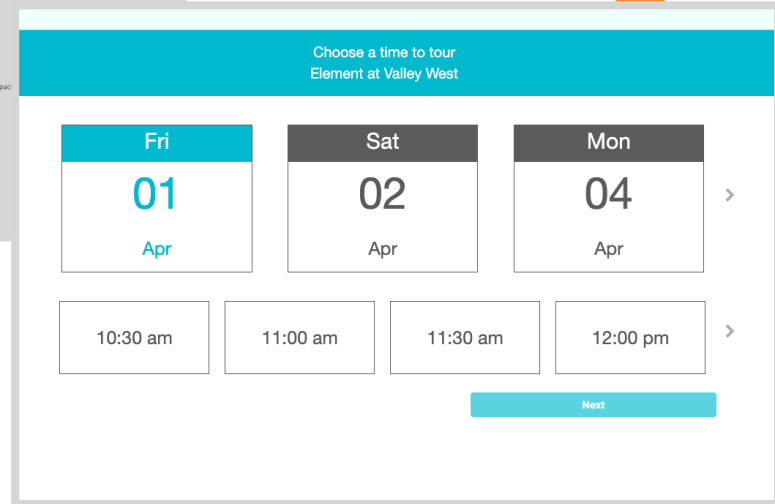
# Property Operations -> Budget | Facilities | Systems



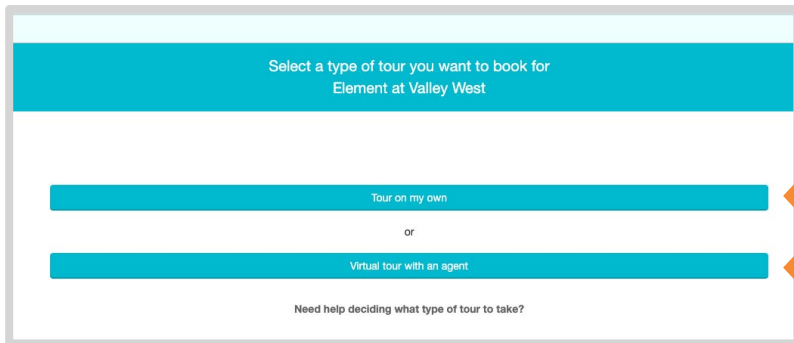


# STEP #1

Visit Website



# STEP #3 Schedule Tour



# STEP #2 Select Tour Type





# The Wins

WHAT WE GOT RIGHT

# Payroll and Staffing



1

**Sales pay rates increased by nearly 70%**

2

**Added centralized AR & AP positions**

3

**Retaining and attracting top talent**

# Leasing Wins

DATA LEASING

+10%  
Retention

+2%  
Leads  
Captured

Improved  
Sunday  
Conv.

+14%  
Chat

4X show  
rate w/  
appts

+++ Guest  
Cards per  
Unit

# Reputation Wins

EPIC IQ



2.4% LIFT ACROSS ALL SURVEYS





# The Roadblocks

WHAT WE'RE WORKING ON



# The Customer Centric Sales Cycle

## GENERATE

## CONVERT

## ENGAGE

Branding

Lead Generation

Reputation Management

Follow Ups

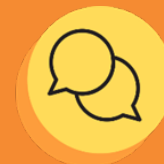
Visits

Conversions

Move In

Engagement

Renewals/  
Move Outs



Signage

ILS

Resident Reviews

Call

Virtual

Quote

Unit Inspection

Events

Renewal

Collateral

Social Media

Email

In-person

Apply

Resident Orientation

Surveys

- Survey
- Offer Signed

Photography and Video

Outreach

Text

Self-led

Service Enrollment

Key Exchange

Referrals

Move Out Notice

Website

Website

Chat

Lease Sign

Issue Resolution

Search

Social

- Move Out
- Inspection
- Accept Keys

PERSONA

CUSTOMER GOAL  
To tour and secure an apartment



STAGE

Inquire

Schedule Tour

Take Tour

Apply Online

Touchpoints  
ACTION  
PAIN POINTS  
EMOTIONS  
OPPORTUNITIES

Website	Website/Phone	Website/ App/ Phone	Website/Phone

Persona



Customer Goal

# To tour and secure an apartment online.

Stage

Inquire

Schedule Tour

Take Tour

Apply Online

Touchpoints

Website

Website  
Phone

Website/App  
Phone

Website  
Phone

Action

Pat and Caitlin are viewing for the first time and have many questions about how to proceed to look at an apartment.

Caitlin wishes to see an apartment in person and decides to schedule a self-guided tour. Their identity verification fails, forcing them to settle for a virtual tour.

Pat and Caitlin take a virtual tour with the assistance of their granddaughter and use of her laptop.

After learning about short term lease options that fit their needs and much thought, Pat and Caitlin decide to lease an apartment. With help, they submit an application that evening.

Pain Points

They used the chat feature and became frustrated when answers were general and not specific to their questions. They have an email address but never use it, not sure they could access it and do not want to provide.

They are reluctant to give their credit card information just to visit. When their information doesn't match, they receive notification they must call in to further verify personal details. They make this call, only to find the representative not helpful at all.

After finally logging into their email, they were able to follow the link to the tour. While the sales manager was friendly, she went too fast for Pat and Caitlyn. They felt it was impersonal.

They request a paper application but are informed they must apply online. Once on the site, they do not see an apartment available, although they were told there were opening. They are both reluctant to provide any type of personal information and want to know where they can send their application fee. Once it was finally submitted, they received a response to contact the office, and no one answered.

Emotions

Frustrated – it is taking too long to enter info and ask questions.  
Lack of trust – Why can't they just talk to someone?

Fear of personal information being stolen.  
Fear when they have difficulty answering verification questions.  
Concerned – situation feels impersonal.

Apprehension – The have never done a virtual tour.  
Fear – how could they possibly rent an apartment when they haven't seen what they are getting?  
What if it doesn't live up to what they did view?  
Uncertainty – the tour was so fast the were not comfortable with what they viewed and did not have time to ask questions.

Frustrated – again the process is lengthy and time consuming.  
Fearful of entering or uploading personal info.  
Concerned – the process feels impersonal, they would rather put the paper and cash in a staff members hand.  
Apprehension – there is no one to answer or call to provide info after they were instructed to call.

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# PROGRESS VS. PERFECTION

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## ROADBLOCK 1

Convincing the C-Suite +  
Owners+Investors

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## ROADBLOCK 2

Change Management - Internal +  
External

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## ROADBLOCK 3

Technology Stack

A top-down view of several hands of different skin tones and sleeve colors (white, dark) resting on a dark wooden table. A horizontal row of eight small white cards is laid out across the table, each featuring a simple line drawing of a lit lightbulb with rays emanating from it. The background is dark and moody.
















# Dream Session

LET'S MAKE IT BETTER, TOGETHER



Go to boards



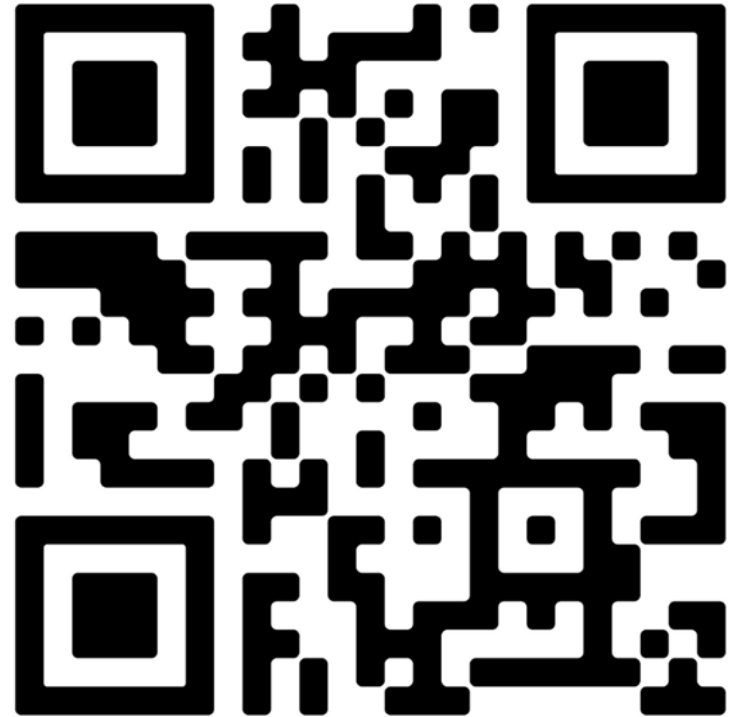
Category	Marketing/Leasing Centralization	Operations Centralization	Technology Centralization
People			
Price	 	 	 
Product	 	 	 
Promotion	<input data-bbox="469 940 799 1002" type="text" value="Type something"/>	<input data-bbox="1000 940 1331 1002" type="text" value="Type something"/>	<input data-bbox="1503 940 1833 1002" type="text" value="Type something"/>

---

# GET ACCESS.

## BUILD YOUR OWN MODEL.

Scan to get access to our Miro board and session materials, then use this foundation to map out your own centralized leasing model.



# Thank you



**Suzanne:**  
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**Kristi:**  
[Kristi@realync.com](mailto:Kristi@realync.com)

