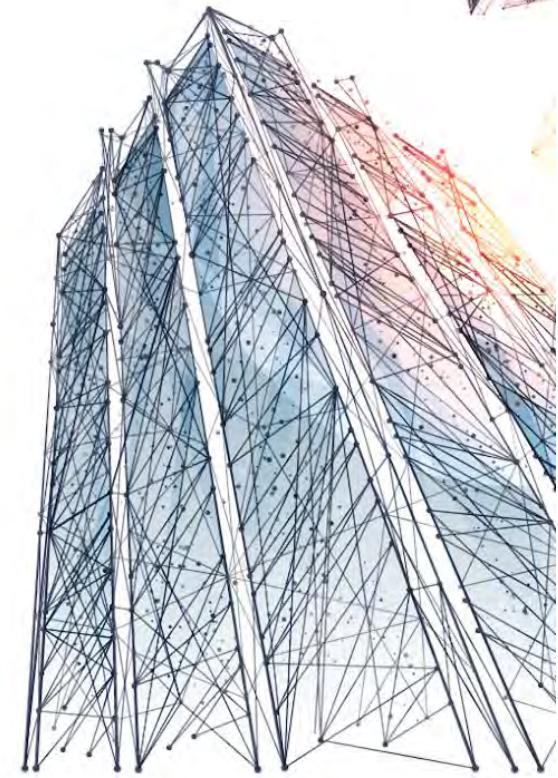
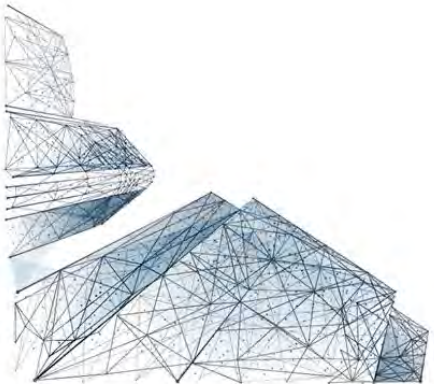


WELCOME TO AIM 2022



APARTMENT INNOVATION &  
MARKETING CONFERENCE

PRESENTED BY  
**REACH**  
by RentCafe®





Travis Block  
Golub & Company



Stacy Stemen  
Passco Companies



Kainoa Clark  
Wasatch Property  
Group

## Panelists



Mike Wolber  
Rent Dynamics

**Moderator**

# **Lifecycle Marketing & New Age Amenity Packages**

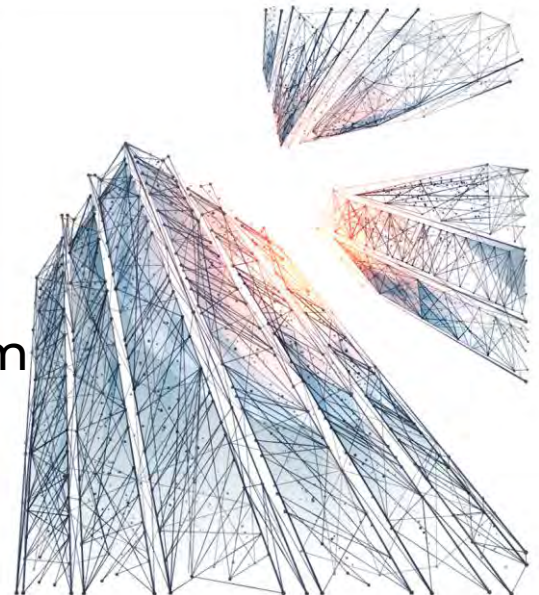




# Actionable Insights



Visit <https://qrco.de/rentdynamics-aim>



**What does lifecycle  
marketing mean to you?**





**“Experience creates belief,  
and belief influences  
action.”**


- Kainoa Clark





**What does it take to  
make the WOW factor?**





**“In 2020, we completed our goal of having 100% of our active and advisory portfolios ESG-integrated.”**

- Larry Fink



**How are you investing in  
ESG & Philanthropic efforts?**

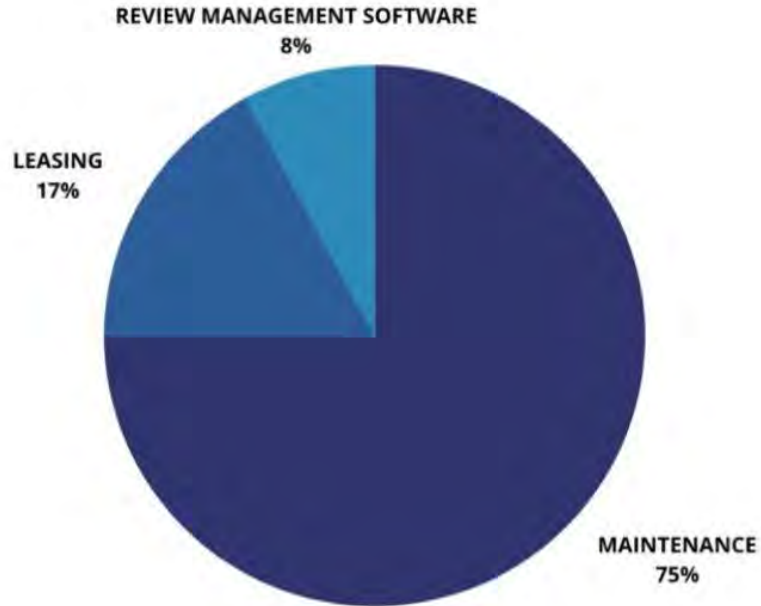
## What are some areas you are investing that benefit both lead generation and resident retention?

You can see how people vote. [Learn more](#)

Resident feedback technology	18%
Modern amenity packages 	45%
Resident referral bonuses	18%
Other (comment below)	18%



## What has the biggest impact on property reviews?





**What are your Marketing teams doing to impact the prospect & residents alike?**



# How are you tying your amenities into your marketing strategy?



How do you tie your amenities into your marketing strategy?

You can see how people vote. [Learn more](#)

Amenity enrollment in-lease <input checked="" type="checkbox"/>	20%
Promote to prospect & resident	60%
Offer discounts for retention	20%
Other: Comment below	0%

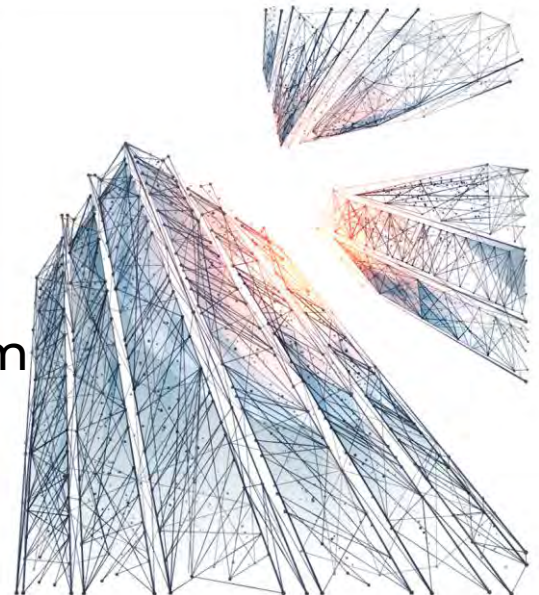
**What can our audience go back and take action on?**



# Actionable Insights



Visit <https://qrco.de/rentdynamics-aim>



THANK YOU



**Mike Wolber**  
 **RentDynamics**<sup>®</sup>

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