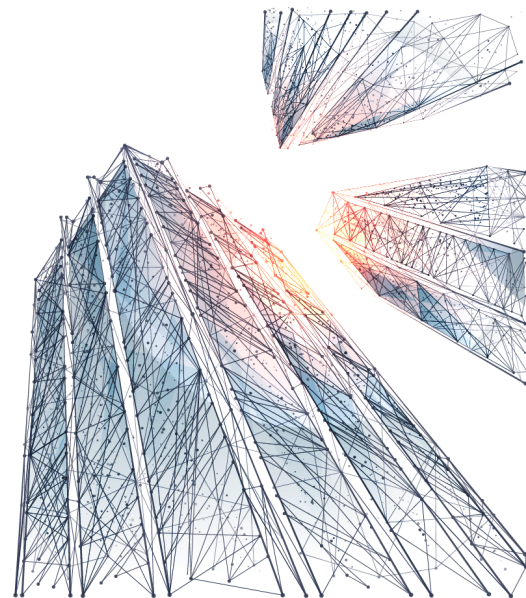


WELCOME TO AIM 2022



APARTMENT INNOVATION &
MARKETING CONFERENCE

PRESENTED BY
REACH
by RentCafe®



The Marriage of Marketing & Recruiting:

Takeaways to Maximize Employer Branding



**SARAH
THOMPSON**
RECRUITER,
KNOCK CRM



**TODD
ALLEN**
CEO,
CONNECT

PULSE CHECK

How many audience members are Marketers? Recruiters? Others?

Does anyone here have an employer branding strategy in place?

As a marketer, are you regularly engaging with your recruiting team?

Anyone NOT having trouble hiring team members?

THINGS TO GET EXCITED ABOUT:

- 1 The 'Why' behind the 'What': Diving into the importance of Employer Branding
- 2 Answering "What's in it for marketers who partner with recruiting?"
- 3 Takeaways to take away: Steps to equip & organize your Employer Branding journey including downloadable guide

EMPLOYER BRANDING DEFINED

THE MOST IMPORTANT EMPLOYEE VALUE PROPOSITION AND THE IDENTITY THAT THE ORGANIZATION COMMUNICATES EXTERNALLY AND INTERNALLY.

Builds
Credibility

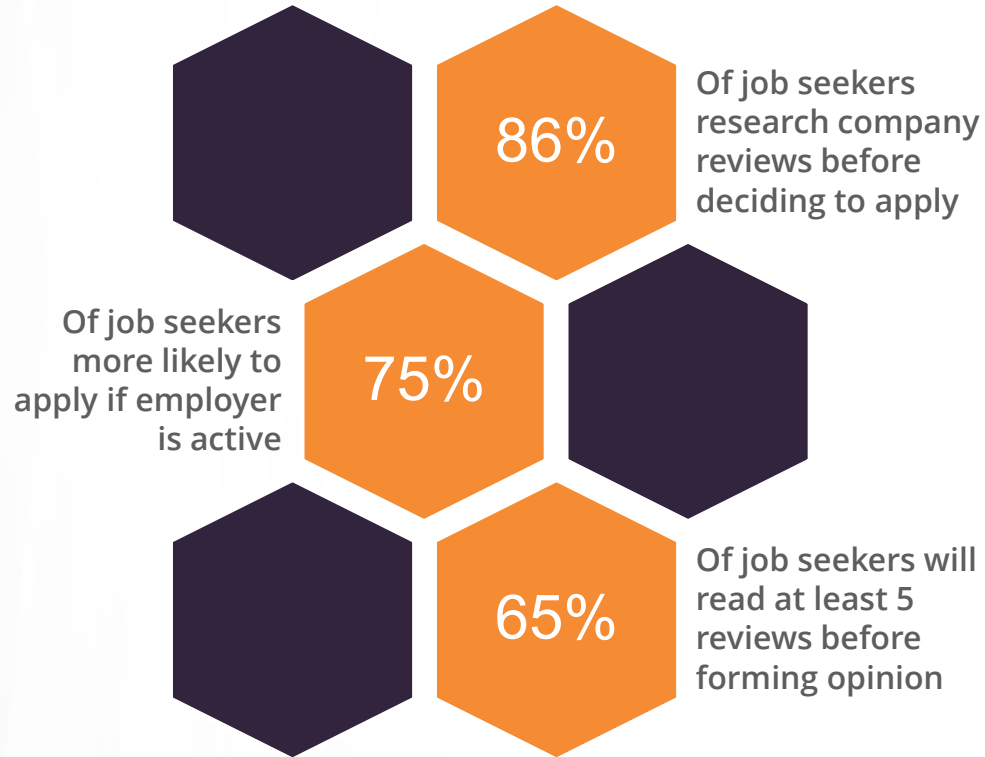
Aids
Recruiting

Better
Candidates

New Market
Promotion

Boosts
Retention

ROI OF EMPLOYER BRANDING - THE WHY



RECRUITERS NEED MARKETERS

1

Companies must present information to candidates in a way that stands out in a sea of "now hiring" ads

2

The days of posting & waiting are over - companies need to "apply to the candidates"






3

Marketing can make Recruiting better by bringing their expertise of attracting residents to properties to the candidate experience



A SEAMLESS PARTNERSHIP

“Marketing amplifies the brand, but it's every department's responsibility to bring the brand to life.” - Kiki Bhaur

-  Partnering with Recruiting: Does Not Necessarily Mean More Work
-  Complementary Functions: Attract & Convert, External Focus
-  Building & Recycling Content: Brand Consistency Across Org
-  Medium Matters: Content Must Match Medium
-  Messaging Priorities: Highlight Mission, Values, DEI over job qualifications

TAKEAWAYS: THE FIRST STEPS



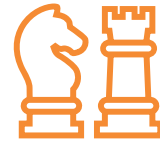
Initiate Conversations

Engage Leadership & Talent Teams to implement an Employer Branding strategy



Reduce hiring costs

Identify efficient and creative ways to generate candidate interest



Play the long game

A strong brand will attract candidates for immediate hire and passive candidates who could be future employees

OPPORTUNITY TO EDUCATE RECRUITERS



Help recruiting get away from 'Post & Pray'



Ditch the recruitment buzzwords



Create the content that matters most to a candidate instead of repeating what we think they want to hear

KEEP CONTENT CREATION SIMPLE



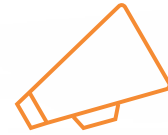
Self Service

Templates and graphics make recycling content easy for recruiters



Tools

Create tools and content options for recruiters to use








Recycle Content

Repurpose.
Re-Engage.
Retain.

EMPLOYEES ARE ADVOCATES

Traditional marketing will be based on understanding customers' needs and then convincing them to buy the firm's products, but advocacy is based on maximising the customers' interests and partnering with customers' (Urban, 2005)

-  New Hire Top 10 Takeaways in First 90 Days
-  Top 5 Reasons I Love Working at My Company
-  Highlighting Career Path, Growth, & Promotions
-  Welcoming New Hires or Announcing Acquisitions
-  Celebrating Company Wins and Awards

WHEN COMPANIES GET IT RIGHT:

CENTRAL SOUTH

Welcome



**ANNETTE
DE JESUS**

*Community Manager
Cyan Cinco Ranch*



**C'NA
ALLEN**

*Community Manager
Broadstone Sienna*

GREYSTAR™
The Global Leader in Rental Housing

Greystar is proud to be an Equal Opportunity Employer.



PROMOTION
ANNOUNCEMENT

**DANIELLE
ILAG**

*Operations Manager
Houston, TX*

GREYSTAR
The Global Leader in Rental Housing

**WATCH MY
PROPERTY
TAKEOVER
ON INSTAGRAM
STORIES!**



Regional Supervisor **Jennifer S.**

I have been at Asset Living for over 3 years now and have been lucky enough to be involved with 6 assets, multiple ownership/developer groups and in 4 positions! My favorite thing about working in this role is that I'm still involved on-site working with teams, but also get to excel individually

Asset on 24th
Casselville, FL



Asset Living

7,654 followers

1d • 🌐



One of our core values @AssetLiving is **drive**. We never just go through the motions—we make the most out of every opportunity. Endlessly motivated. **#TeamAsset** is stacked with go-getters that consistently show up and lev ...see more

OUR VALUES



DRIVE

we **do not** play for participation trophies



Inside Indeed

15,503 followers

5d •



Christan is a Security Compliance Analyst [#insideindeed](#). Here she shares what a typical day in the life of a Security Analyst at Indeed is like.

<https://lnkd.in/e8TQckKj>



What is a day in the life of a Security Analyst at Indeed like?

app.altrulabs.com

SEPTEMBER
2021

**SPOT
LIGHT!**



SAUL AMEZQUITA

LEAD MAINTENANCE

VILLAS AT SHAVER — PASADENA

CAPSTONE
REAL ESTATE SERVICES, INC.

MEET PENNY:

Construction Manager
Fort Myers, Florida



WHAT HAS BEEN YOUR BIGGEST TAKE AWAY
DURING YOUR FIRST 100 DAYS WITH LGI?

"My first 100 days with LGI have been exciting! The training, culture, and how organized everything is is truly impressive. I believe our management team wants everyone to be able to dive in and charge to their full potential. I am looking forward to many more years as an LGI employee!"



CELEBRATING
10 YEARS WITH
LGI HOMES

GREYSTAR™

The Global Leader in Rental Housing

**WE'RE
LOOKING
FOR YOU!**

HIRING IN FORT WORTH, TX

**COMMUNITY MANAGERS
LEASING PROFESSIONALS
SERVICE SUPERVISORS
SERVICE TECHNICIANS
GROUNDSKEEPERS**

SEND YOUR RESUME:

JESSICA.BRAVO@GREYSTAR.COM

Greystar is proud to be an equal opportunity employer.



Jessica Bravo • Following

Talent Acquisition Advisor at Greystar

1mo • 🌐



We have exciting opportunities for two new developments in the Houston area – Prose South Main and Prose Champions. We are looking to hire two Community Manager professionals to join our team!

Are you ready to join a team that is driven by excellence, integrity, passion and dedication? At Greystar, it is our goal to continually encourage our teams to go Beyond Expectations (BE).

**JOIN OUR
TEAM**

HIRING

COMMUNITY MANAGER

FOR

**PROSE SOUTH MAIN
PROSE CHAMPIONS**

SEND YOUR RESUME:

JESSICA.BRAVO@GREYSTAR.COM



0:01 / 0:05

1x





Asset Living

7,655 followers

7mo •

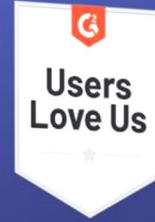
Breaking news:

Asset Living has grown to over 100K units! 🏡

Read more about what we've been up to in the last 15 months. Link below!

https://lnkd.in/e_w7dfM

#propertymanagement #assetliving #companygrowth



"The Most intuitive, customer focused CRM platform out there in the multifamily industry." - Lindsay D. Director, Training & Marketing

multifamily industry." - Lindsay D. Director, Training & Marketing

WHEN COMPANIES GET IT RIGHT:

..... WEBSITES

1

Company websites should tell a story and answer questions for a candidate before they apply. **Make them want to apply.**

2

Formulate values and illustrate how they guide your organization. Be creative in showing career path, perks, and benefits. **Show your culture without saying it.**

3

Your careers page might be your only opportunity to shine. Stay away from generic descriptions of your company or bulleted lists of jobs (like we did here).



Great people, doing even
greater things, together.

WHY PRG?

OUR PEOPLE

WORK WITH US

PRG PERKS

Why PRG

When it comes down to it, our Company is living proof of what talented and resourceful people can do when given the opportunity.

Over 30 years ago, PRG founders Steven Berger and Jon Goodman bought a 44-unit apartment community in Philadelphia, Pennsylvania. From what started as an intimate one-property, three-person team, PRG has since grown to be an award-winning, 250+ organization spanning the Southeast and Midwest.

Our disciplined investment and management approach has sustained us through multiple economic cycles and the lessons we have learned remain forefront in our daily business decisions. These lessons truly are the keys to our success as an organization and lay the foundation of our corporate culture.



Quality living is our passion.



PRG's strength lies in our team members and residents doing great things together.



Maintaining value and respect in all our relationships is our promise.

While Steve passed away in 2016, PRG's collective vision remains alive in all aspects of the company: Details matter, you should never expect what you do not inspect, and it is **always** the people that make the difference.

Our Values

Our values are at the center of our strategy and woven through everything that we do. By promising every day to put people first, be open and honest, deliver the highest quality we can, and persevere through the challenges we face, we will continue building a company of which we can all be proud.



The PRG Promise



Put People First.
We put our people first, and our people do same for their teams, residents, and communities, every day.

Unlock Your Potential
TRAINING AND DEVELOPMENT AT PRG
Great People, doing even Greater Things, Together

QUARTERLY COMPANYWIDE LEASING TRAINING
PRG's Leasing & Training Specialist hosts an in-person quarterly 'Let's Get Ready to Rumble' training to push leasing team members to the next level.

TRAVELING TRAINING TEAM
PRG offers on-site, one on one personalized training for all new team members and internal promotions.

LEARNING MANAGEMENT SYSTEM
All employees have access to PRG's online education platform, Grace HILL. There are more than 300 learning opportunities right at your fingertips.

WEEKLY, COMPANYWIDE, OPEN OFFICE HOURS
PRG's Director of Training hosts a virtual weekly Open Office Hours session that features a PRG or Industry specific topic. Not only does this training provide an opportunity for growth and development, but also a time to connect with peers.

COMPANY PAID CERTIFICATIONS & LICENSING
PRG promotes internal growth by providing the tools & resources to empower our employees to unlock their potential. We encourage employee development by offering full coverage of the costs for professional certifications & licensing.

REIMBURSEMENT FOR INDUSTRY MEMBERSHIPS
PRG sponsors & encourages employees to become members and active participants in the National & Local Apartment Associations and other Industry Specific Memberships.

PRG | LEASING AND TRAINING

MORE THAN A JOB LISTING

Great people, doing even
greater things, together.

Property Maintenance ✕

Our **Regional** Maintenance Directors, who are also the Maintenance Supervisor for an assigned property, coordinate with the remaining Maintenance Supervisors to ensure efficiency throughout the region. They direct and administer the entire maintenance program, including but not limited to supervision of all tasks, preparation and implementation of budgets, preventative maintenance programs, coordination of all shipments of supplies, payments of bills, record keeping, preparation of schedules, hiring, disciplining, evaluating supervision and termination of personnel, and performance of work orders.

Our **Maintenance Supervisors** direct the entire maintenance program at their assigned property including the preparing of budgets, ordering supplies, paying bills, preparing schedules, evaluating personnel, and completing work orders.

Our **Maintenance Technicians** assist with maintaining the physical integrity of the community. This position includes preparing vacant apartments for rent, diagnosing and correcting routine maintenance of electrical, plumbing, HVAC systems and appliances.

ALL CAREER PATHS:

Regional Maintenance Director, Senior Maintenance Supervisor, Maintenance Supervisor, Assistant Maintenance Supervisor, Maintenance Technician II, Maintenance Intern, Maintenance Technician I, and Groundskeeper.

WHY PRG?

PRG PERKS

From n
PRG P

s, if the
learn

PROCESS TRANSPARENCY

ment Buy Our Companies About Bozzuto Careers Contact Us

Create Sanctuary With Us

YOUR NEW CAREER IS WAITING FOR YOU

We're excited to meet you—search for our current job openings below.

Keywords City State **SEARCH JOBS**

A Culture of Kindness

Bozzuto was founded in 1988 on a vision—to provide sanctuary. The drive to do the right thing while delivering authentic experiences is still at the heart of what guides our team today and is what will continue to lead us into the future.

At Bozzuto, we don't just build and manage beautiful communities. We cultivate meaningful relationships with a sincere commitment to understanding and fulfilling the needs of our customers and employees, empowering our teams to reach their goals and live their most authentic lives.

“

Our Bozzuto family stands for equity, diversity and inclusion. We believe in respect and dignity for all. Our table is diverse, long and welcoming. There is a seat for every one of us, irrespective of race, ethnicity, gender or sexual orientation.

TOBY BOZZUTO



How We Hire

1

Application

Found your dream job? Review these helpful tips before you apply.

[How to Stand Out](#)

2

Interview

Your interview is based on you. Here are some pointers to help you prepare.

[Read Our Helpful Tips](#)

3

Selection

Learn about how we make hiring decisions.

[How We Select](#)

Life at Bozzuto

We operate as a family here—collaborating across our four integrated companies and embracing diverse perspectives to deliver a truly one-of-a-kind workplace. Our core values—concern, creativity, passion and the pursuit of perfection—guide everything we do. It's our goal to attract and retain kind people who share those values. By challenging ourselves to create extraordinary experiences every day, we continue to build our rich family culture that's every bit as passionate, inspiring and vibrant as the communities we build and serve. We've been recognized by The Washington Post as a Top Workplace for five years running. It's what happens when you care about your employees, offer career growth and provide comprehensive and flexible benefits that meet employees' needs.



REEVALUATE RECRUITING STRATEGY

Provide a means to start, continue, or accelerate the Employer Branding conversation within your respective orgs.

The 'What' & 'Why'

Support your Employer Branding conversation with talking points for partnering with the recruitment team.

Reasons to Partner

Provide examples of how other organizations are leading the recruiting & marketing partnership through Employer Branding.

Content Takeaways

ADDITIONAL RESOURCES

James Ellis (LinkedIn)

'Employer Branding Nerd': [Talent Chooses You & Employer Brand News](#) newsletter

Rachel Taculad (LinkedIn)

Employer Brand & Recruitment Marketing Strategist: [The Talent Brand Manager](#)

GEM

[Recruiting Trend Report 2022](#)

Katrina Kibben (LinkedIn)

Three Ears Media
Crafting Job Postings with an Authentic Recruiting Voice

Glassdoor Resources

[Employer Branding 101](#)
<https://www.glassdoor.com/employers/resources/employer-branding-101-why-how-and-proven-roi/>

Swift Bunny

[2022 Employee Engagement Risk Report: Identifying the Operational Risks to Employee Retention for Owners/Managers of Rental Housing](#)

ADDITIONAL RESOURCES

Employer Branding Guide

Sarah Thompson & Todd Allen

Tips to Take Your Employer Branding to
the Next Level

A special thank you to **Meg Cressey**,
Knock CRM, for her work on the guide!



Thank you



Sarah Thompson

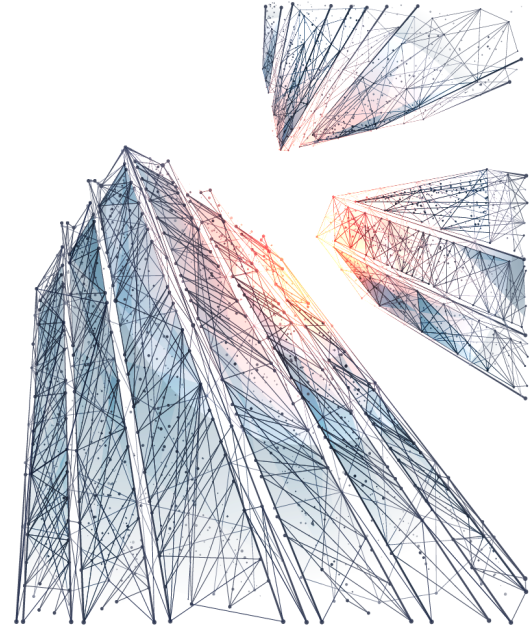
sthompson@knockcrm.com

409.920.5336

Todd Allen

todd.allen@partnerwithconnect.com

502.299.1098 m | 502.805.7550 o



ADDITIONAL RESOURCES


Glassdoor Enhanced Profile

Mirror Content to Company Website

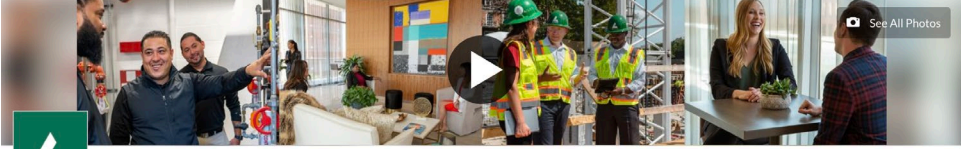
Actively Review & Respond to Reviews

Why Work With Us?

[Our Story](#) [Our Culture](#) [Benefits](#) [Interview Now](#)



[Read More](#)



Bozzuto Engaged Employer

Overview **977 Reviews** 189 Jobs 1.4k Salaries 208 Interviews 196 Benefits 136 Photos [Follow](#) [+ Add a Review](#)

Bozzuto Reviews Updated Apr 9, 2022


Search job titles [Find Reviews](#)

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Found 910 of over 977 reviews Sort [Popular](#)

4.1 ★★★★★

83% Recommend to a Friend 93% Approve of CEO

 Toby S. Bozzuto
496 Ratings

Your Resume is Missing
Upload a resume now. It's easy.

Bozzuto Careers

Bozzuto was founded in 1988 on a vision — to provide sanctuary. The drive to do the right thing while delivering authentic experiences is... [More](#)

[Our Culture](#)