



# Loyalty as a Leasing Engine





# Loyalty as a Leasing Engine

- Why is resident loyalty so important in 2025?
- Re-focusing on paying rent: from boo to woo!
- Engaging the neighborhood
- Driving successful leasing
- Making it all work
- Q&A



Why is resident loyalty so important in 2025?



Re-focusing on paying rent: from boo to woo!



# Engaging the neighborhood



# Driving successful leasing



Making it all work



Q&A