



Welcome

Who is your ideal resident &
are you marketing to them?



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Why *you?*

How to identify the *ideal resident*

Be prepared for *change*

DEMOGRAPHICS

TELL US A VERY SMALL PART
OF THE STORY...

Thought #1
Why you?

WHY

RENT FROM YOU AND NOT ANYONE ELSE





WHO ARE YOUR
BEST RESIDENTS
AND **WHY**

Thought #2

How to identify your ideal resident

WHO IS YOUR **NICHE MARKET?**



#1

YOUR IDEAL RESIDENT

Demographics and psychographics

#2

YOUR IDEAL RESIDENT

locate them

#3

YOUR IDEAL RESIDENT

Understand them

#4

YOUR IDEAL RESIDENT

Sketch them

Thought #3

Be prepared for change



Work in progress!

TAKEAWAYS

Why *you?*

How to identify the *ideal resident*

Be prepared for *change*



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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?



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epmsonline.com

Register at epmsonline.com

Upcoming Webinar



How to follow up –
focused on site teams

Thursday, July 10

1:00 PM – 1:30 PM CDT

Register at epmsonline.com