

# CADENCE

Marketing Solutions LLC

## RESOURCE - COVID-19 Correspondence & “Good News” Content

How about some good news? Here’s a list of great ideas that have come from the good people in our industry who’ve been rolling up their sleeves to help operators communicate and adjust quickly:

### COVID Confidence Concepts -

**Leasing** - Good news is that it’s been a busy leasing week! Prospects who are out there need a place to land quickly, so they’re serious. The smoother your process, the more likely you are to land the lease. For those uncertain and wanting to “wait to apply”, consider a Covid Confidence Clause that allows them to adjust their move-in date or cancel with proof of income loss. Contact your attorney.

**Move-outs and Move-ins** - call all of them and confirm that plans are still intact. There may be an opportunity to retain residents who were planning to move.

### Resident Engagement -

NAA posted a list of [ways to keep residents engaged during COVID-19](#) social distancing. Follow NAAHQ on social media for up-to-date info.

**Sprout Marketing** posted a [video and topics for your social media pages](#) to keep residents connected. They even created graphics for you, and thought about the pets at your property. Follow their social media pages for more great content.



Livly is offering a [resident mobile app](#) at NO COST. Tools include a real-time mass communication feed that enables your residents to stay informed. Please reach out to [bfrisby@livly.io](mailto:bfrisby@livly.io) if you would like to learn more.

## Pre-Designed Visual Communication -

**Print With Me** prepared ready-to-use digital images for all things COVID-19. Follow them on [LinkedIn](#), [Instagram](#), or [Facebook](#) to grab images similar to these.



Hello Residents!

### COVID-19 SAFETY UPDATE

The safety of our residents and associates is always our top priority. Due to the COVID-19 virus outbreak, we ask our current and prospective residents to not tour our property or come into the leasing office if you are experiencing any symptoms, including fever, cough, chills or shortness of breath. Current residents, we are here for you via phone and email.



Hello Residents!

### HANDWASHING TIP

To help prevent the spread of the COVID-19 virus, the CDC recommends washing your hands often with soap and water for at least 20 seconds. If soap and water are not available, use an alcohol-based sanitizer with at least 60% alcohol.

Learn more at [www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus)

## Smart Apartment Tours -

**SmartRent** is offering a special (and affordable) touring platform to get 1-3 units set up quickly for self-guided tours. Contact [tony@smartrent.com](mailto:tony@smartrent.com) for more info and follow them on social media.

## Reimagine the Prospect Experience

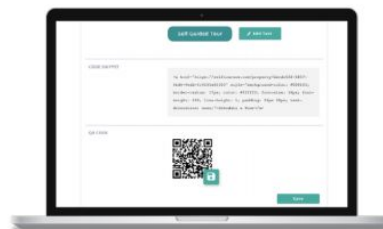


### Is your property ready for the incoming need to self tour?

Now, more than ever, rental property owners and managers should evaluate their business continuity plans to ensure they are providing prospective renters and staff with a safe and effective tour process.

Over 60 percent of prospective renters are searching for their next home on their mobile device. Empower them to continue their search through a completely app-free, web based self-guided tour experience of your property without the restriction of office hours or staff resources.

### Quick and Seamless Property Setup



## Marketing Budget Intelligence & Adjustments -

The **Digible** team is giving back to the industry by offering their impressive Fiona Artificial Intelligence product free for non-active properties for the next 4 months. By doing this, they'll be collecting tons of intelligence and sharing it with us. [Fill out this form](#) to get on Fiona! Their first webinar "Coronavirus & Your Apartment Marketing Strategy" is on Monday. [Register](#) to learn what they're seeing in live data.



Amid all the chaos, there is so much good happening. Together, we're evolving as an industry at rapid speed. Every client I've talked to this week has had an open dialog with many fellow operators to share information and react together. This is why we remain passionate about this industry!

Hang in there, and I'll keep posting. Thanks for reading!