

A hand is shown pointing at a laptop screen. The screen displays a blue overlay with the text 'hy.ly' in white. The background of the screen is filled with various white icons representing email, such as envelopes and '@' symbols, some of which are slightly blurred to create a sense of depth. The overall scene is set against a blue background.

hy.ly

Get More Leases Using
Email Nurturing

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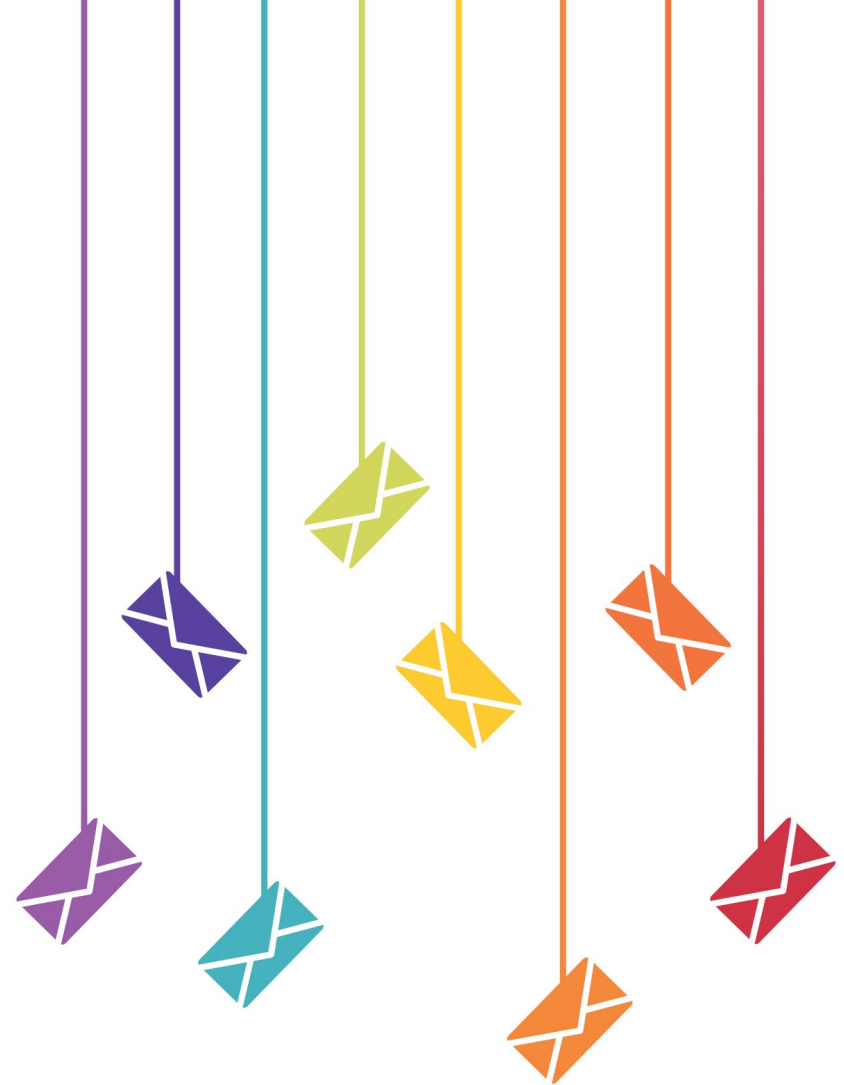
Introduction

Ever wondered, “How can I spend less time chasing leads?” and “How can I get more leases?”

The answer is simple: **Marketing Automation**. Don't waste time chasing leads. Your time is better spent closing deals while allowing email nurturing to guide your prospects down a clear and concise pipeline funnel from lead to lease.

Here is what you will learn from this guide:

- How you can structure your lead-to-lease funnel to maximize leads and minimize the time spent on routine tasks.
- How you can guide prospects through each phase of the funnel with email drip campaigns.
- And a variety, email ideas you can use to convert your leads to leases!



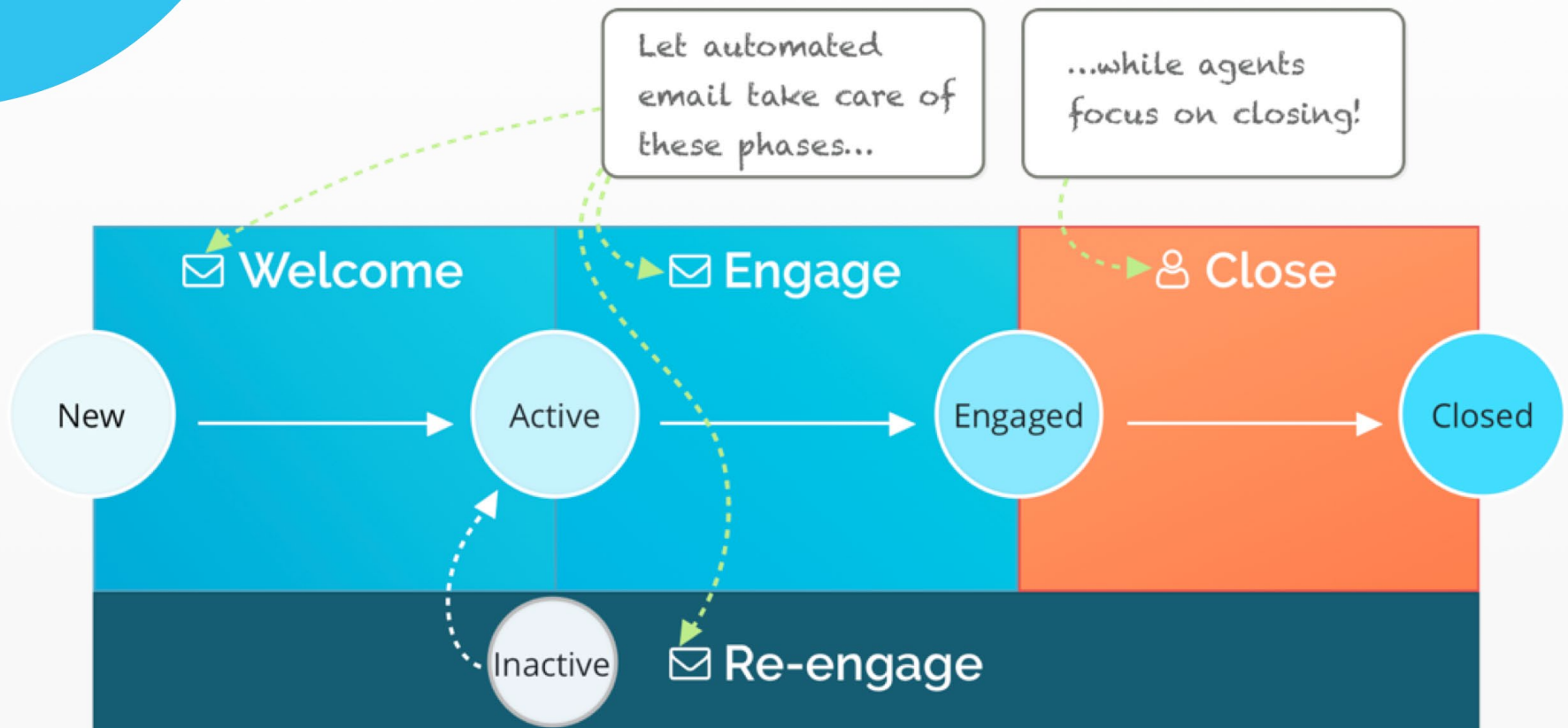
Let Email Nurturing Take Over Routine Tasks

Multifamily professionals have many routine tasks, from welcoming new prospects, to scheduling property tours. On top of that, they have to plan marketing events, re-engage past prospects, and close existing prospects. What if your agents could save time on these repetitive tasks and still close more prospects? In this section we will outline how you can structure your lead to lease funnel to yield the best results for your company.

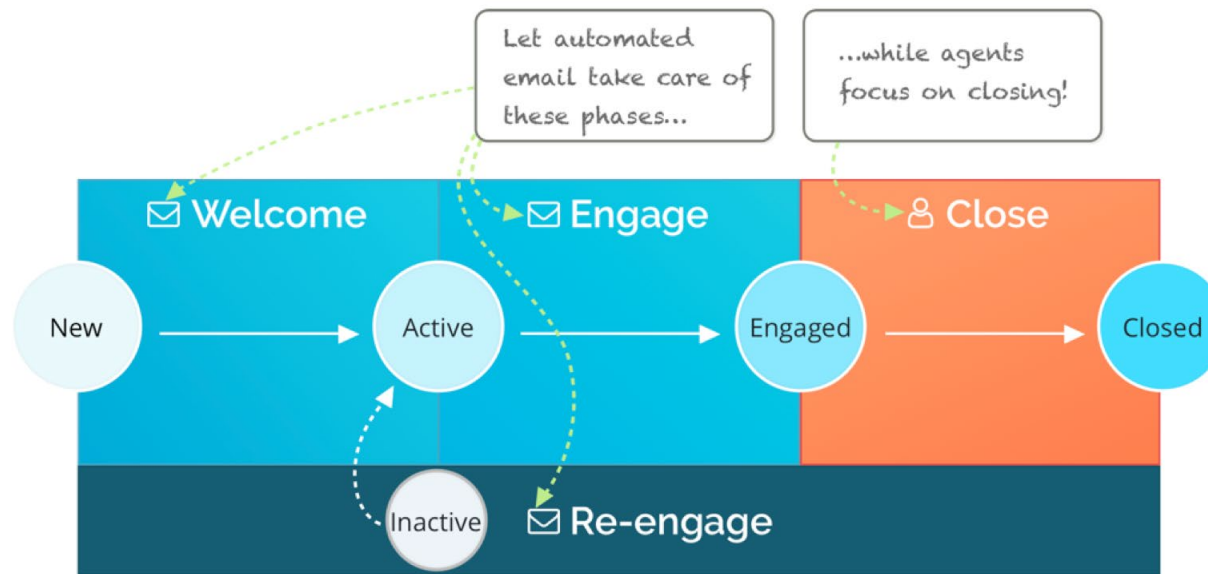


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Our 4-Phase Funnel



Tweak your leasing funnel to get more leases



The above graphic defines a funnel with 5 prospect stages (New, Active, Inactive, Engaged, and Closed) and 4 phases to move a prospect from one stage to another:

1. **Welcome** new prospects with informational emails.
2. **Engage** active prospects by inviting them to events and property tours.
3. Let leasing agents **close** engaged prospects through personalized interactions.
4. **Re-engage** currently inactive prospects

Notice that the Welcome, Engage and Re-Engage phases all have an email icon next to the heading, which signifies that those processes can be handled with email. Through the power of email list segmentation, you can target segments of prospects that are in different stages of the lead-to-lease funnel, to get the right messages to the people.

The 4 Stages

1. Introduce New Prospects with Welcome Campaigns

Your objective with new prospects is to introduce them to your community. This can be done using a welcome campaign.

A welcome campaign is not just a simple email thanking a prospect for getting in touch, it is campaign of multiple emails that introduce your property, introduce your team, and invite your new prospect to learn more about the community.

Welcome	Engage	Close
Re-engage		



SHOP, DINE & EXPLORE AROUND OUR APARTMENTS

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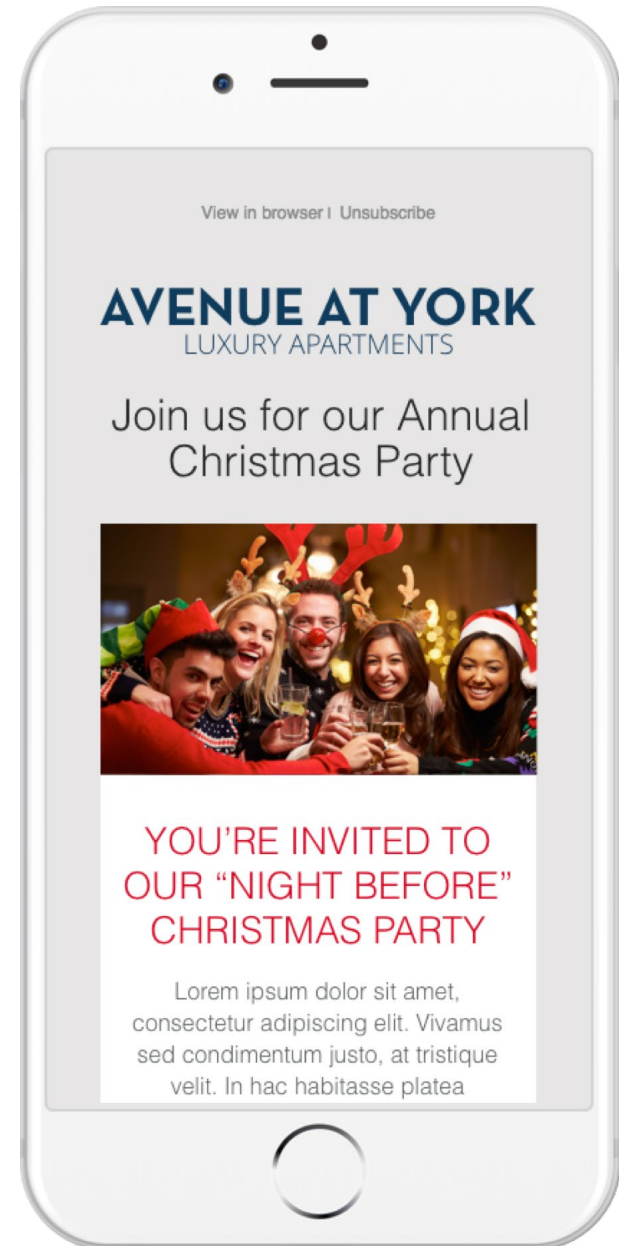
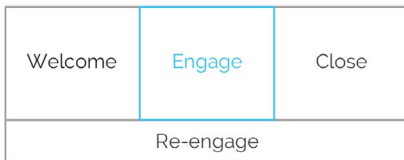
[EXPLORE OUR NEIGHBORHOOD](#)



The 4 Stages

2. Engage Active Prospects with Event Invites

Once your new prospect has been welcomed to the community and has become active, the key is to get them engaged with your property. Invite them to community events such as holiday parties, or game nights. Get them excited about joining the neighborhood.

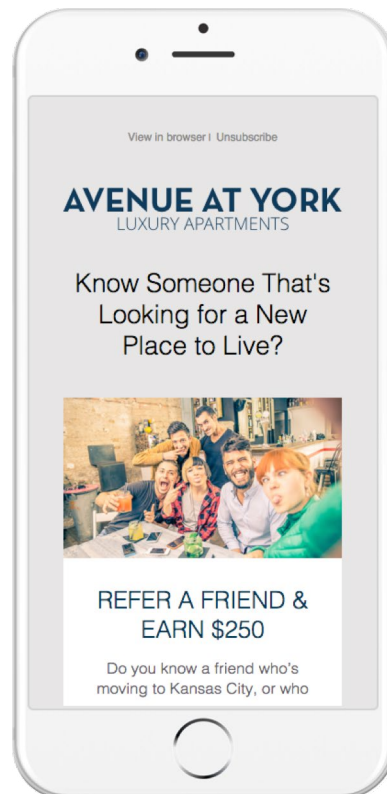


The 4 Stages

3. Close Engaged Prospects Using Email Offers

Your engaged prospects are now ready for the extra push they need to sign the lease. Give them a special offer on the first month's rent. At this stage you should be following up with a combination of personal emails and phone calls.

Welcome	Engage	Close
Re-engage		



The 4 Stages

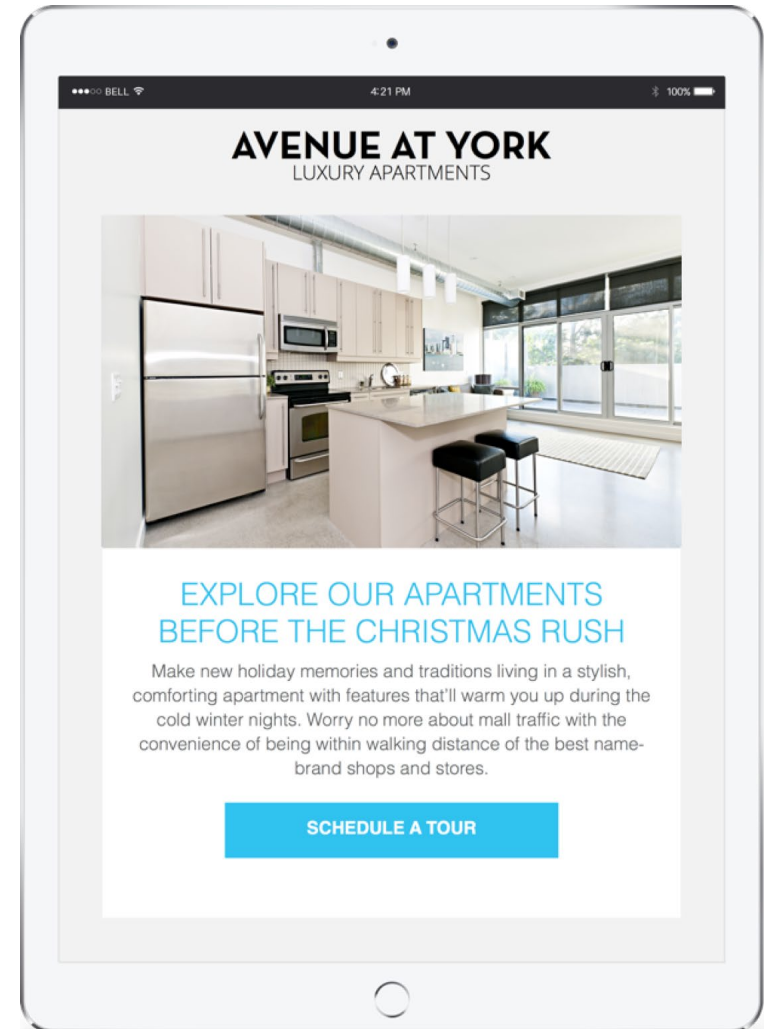
4. Re-activate Inactive Prospects with Community Update Emails

As time passes by, many new, active and engaged prospects may lose interest and become inactive. Your objective is to make sure they do not forget your community the next time they are looking for a lease.

It is inefficient for agents to spend time contacting every prospect that is considered “dead.” Instead, let an email newsletter do the work for you. For example, you could update the dead prospects with information about recent awards, new amenities, building improvements, and even invitations to community events.

(The next few posts will include concrete examples of emails that will help you move prospects through these stages.)

Welcome	Engage	Close
Re-engage		





Welcome Your Multifamily Prospects

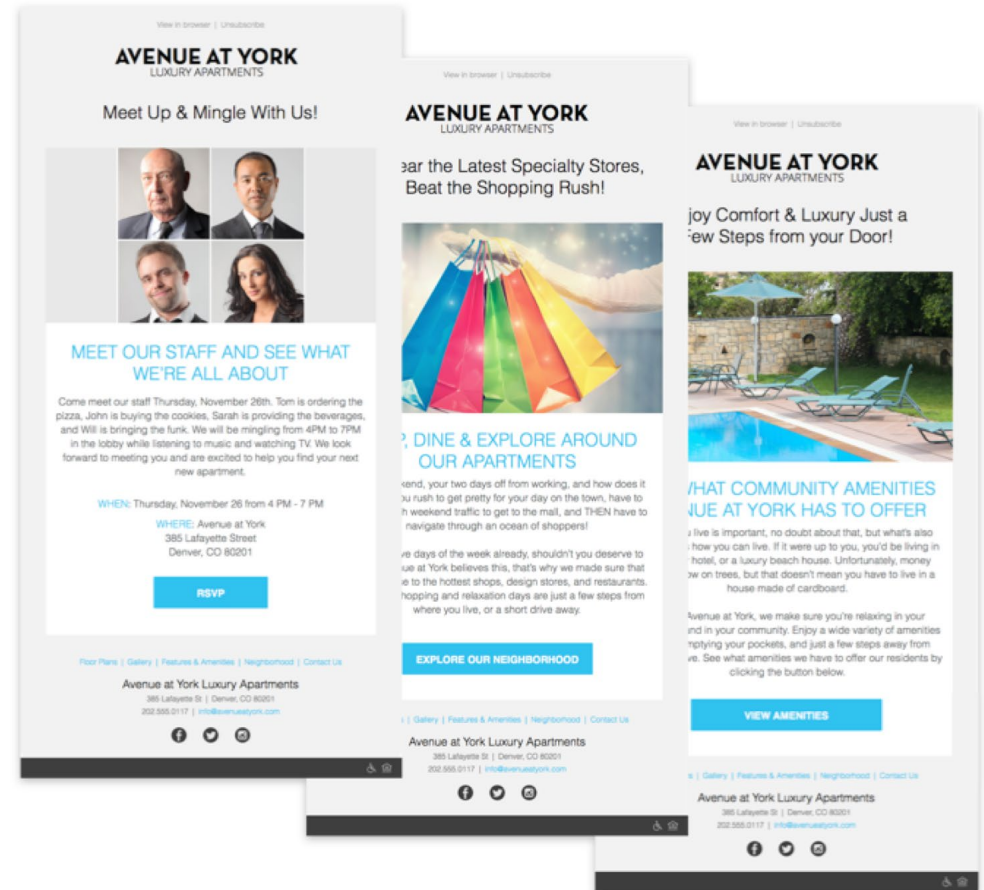


Welcome	Engage	Close
Re-engage		

Why a Welcome Email Drip?

As a leasing agent, your goal is to inform and excite every new prospect about your community. However, this can take a long time if you are calling and emailing each prospect individually. A well-designed email drip campaign that welcomes your prospect can achieve those goals without spending valuable time. In this section, we discuss some ideas that you can use for your welcome campaign.

Welcome	Engage	Close
Re-engage		



1. Introduce Your Neighborhood

Let your prospects know see how fresh and accomodating your neighborhood is by introducing them to entertainment venues and resturants that are located a few blocks away.


Welcome	Engage	Close
Re-engage		

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AVENUE AT YORK

LUXURY APARTMENTS

What's Happening at Avenue At York?



LOCAL COFFEE SHOP OPENS THEIR FIRST BRANCH AT AVENUE AT YORK

We are pleased to announce that a new store has joined our neighborhood! Kawa Coffee, a local Colorado coffeehouse, has decided to start expanding their business, and have chosen Avenue at York as the perfect place to open up their first branch.

Kawa Coffee's shop is located between city grille and Anthropologie. If you want to get directions so you can get your coffee fix, click the button below to see our neighborhood map.

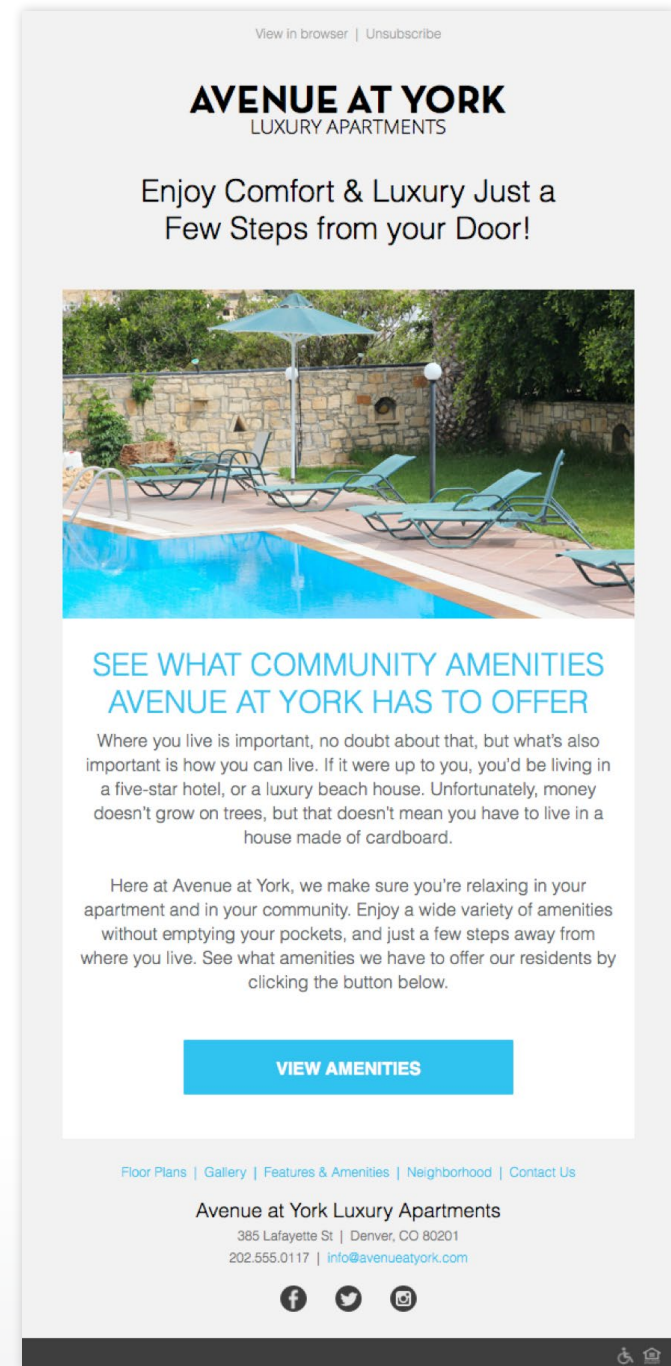
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2. Introduce Your Property's Amenities

Introduce amenities that will attract your tenants to tour the property. For example, maybe your community just built a new pool! After pricing, a property's amenities are the most important to a prospect.

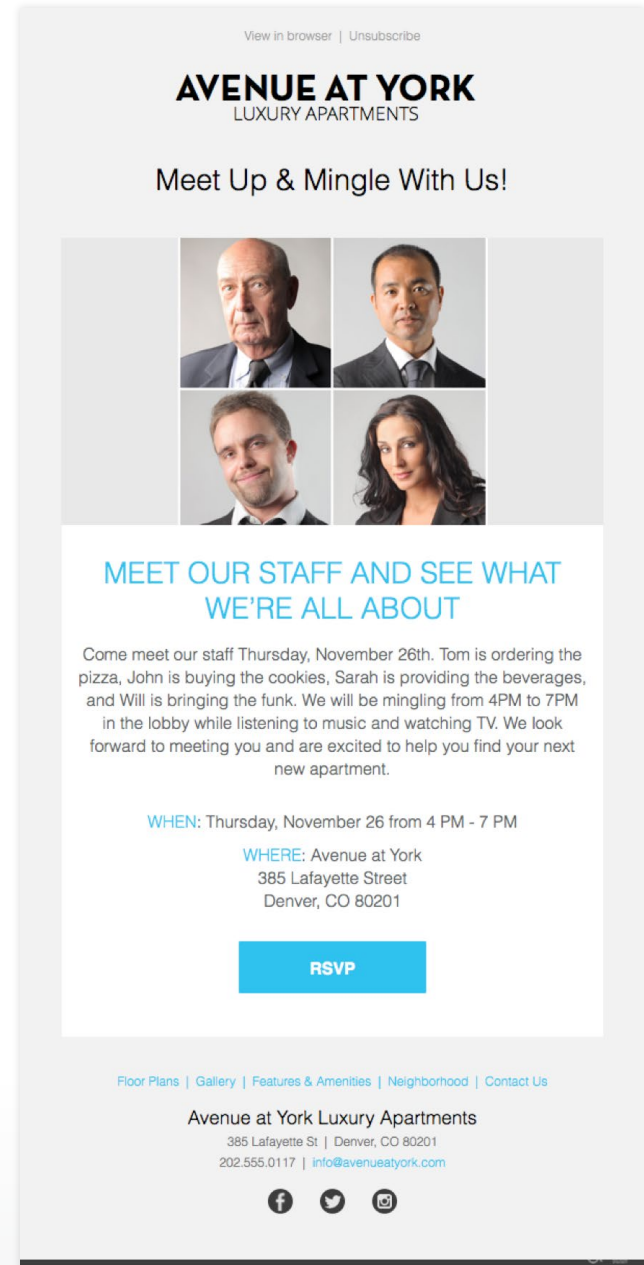
Welcome	Engage	Close
Re-engage		



3. Introduce Your Leasing Managers

You want to establish a personal relationship with your prospect as soon as possible. One way of doing this is to create an email that includes links to your staff member's profiles on your website. Another idea is to invite all your prospects to a meet and greet and establish a human connection that is more than just a name.

Welcome	Engage	Close
Re-engage		



Other Welcome Email Drip Ideas



A welcome note from the property management company's CEO



An invitation to join your community's social media channels



A list of awards received by your property



A community calendar of events

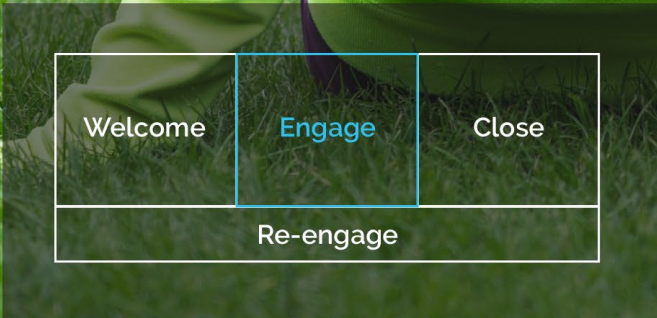
TL;DR

Implementing a welcome campaign will allow you to guide your prospects through to the next stage of the lead-to-lease funnel, allowing your prospects to become active. This will save you time and money to focus on closing leads.



3

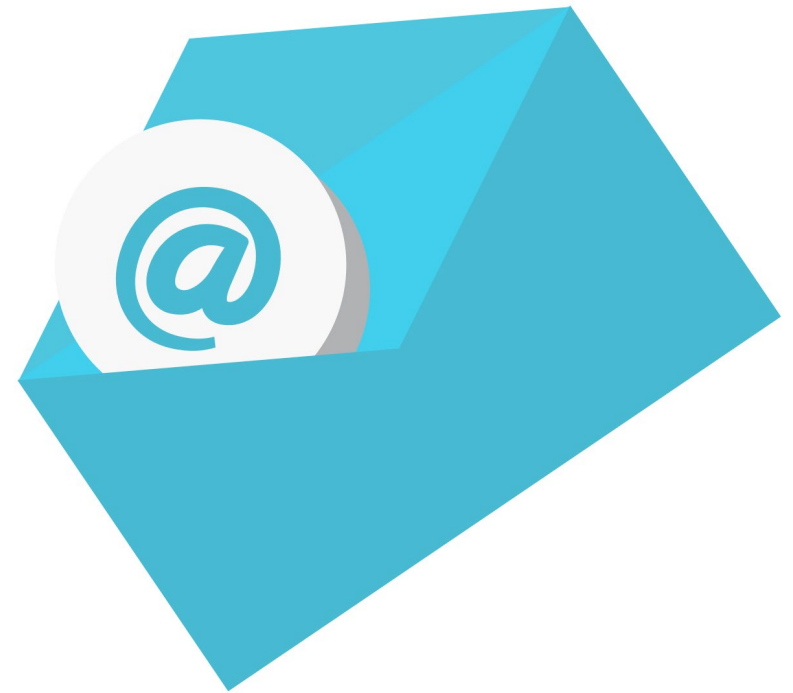
Engage Prospects with Events



Engage Prospects with Events

Your next goal, once the prospect has been welcomed, is to engage them with your community. In this section, we'll give you some ideas that you can use to get your prospects out to your property for a fun event.

Welcome	Engage	Close
Re-engage		

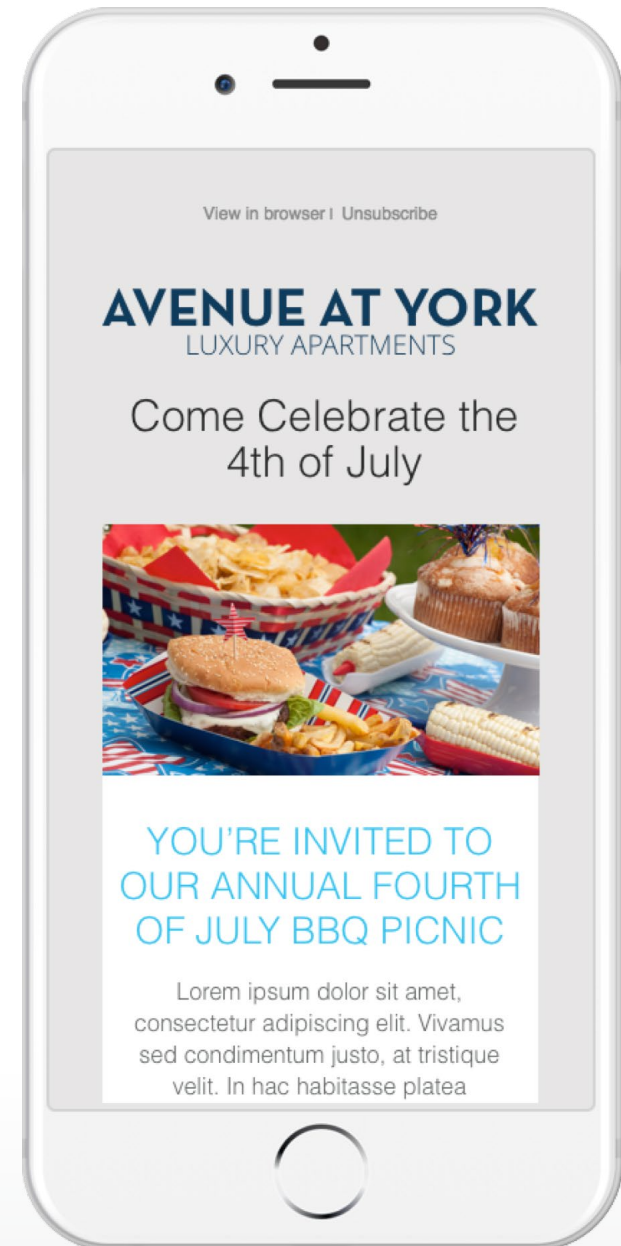


Event Ideas

1. Summer Barbecue Cook-out

Enjoy a barbecue cook-out with your prospects during warm weather holidays, such as Memorial Day, 4th of July, or Labor Day. Provide free hot dogs, burgers and soft drinks. Encourage them to ask questions about your community during the cook-out.

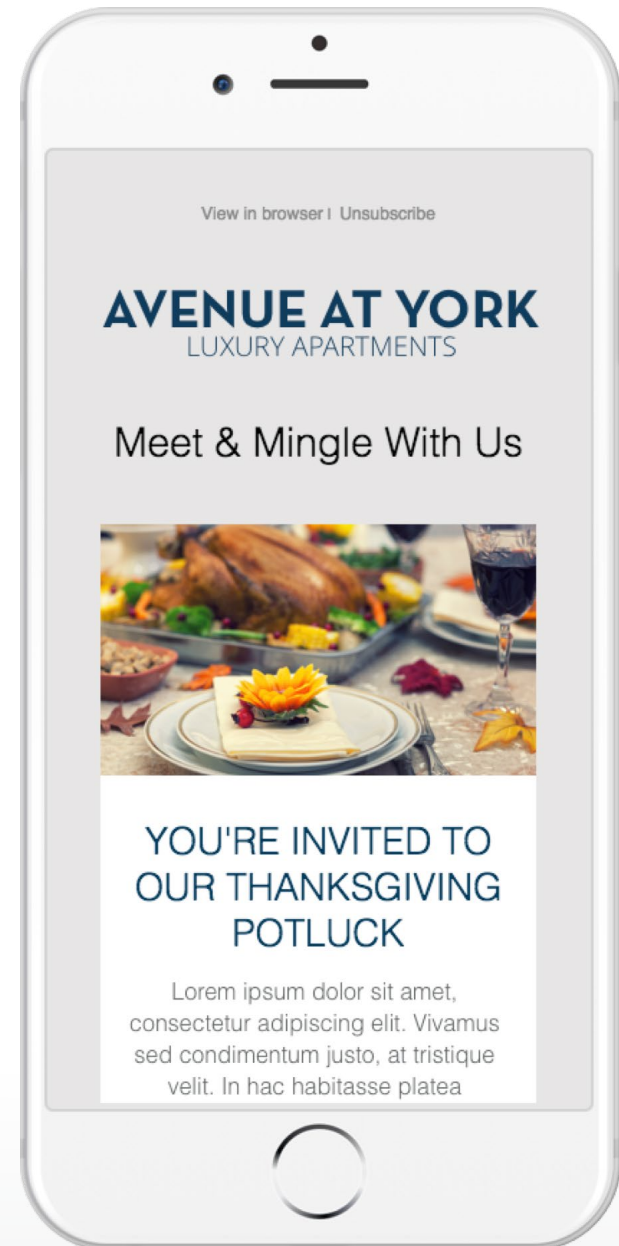
Welcome	Engage	Close
Re-engage		



2: Pre-Thanksgiving Food Drive

Host a pre-Thanksgiving food drive party. Provide snacks and drinks and invite prospects to bring canned food to donate to charity. This will let your prospects know that they will be part of a community that cares.

Welcome	Engage	Close
Re-engage		



3. Holiday Party

Celebrate the holidays with your prospects by providing snacks, drinks, and holiday music. You could even have a story time to entertain your prospect’s children.

Welcome	Engage	Close
Re-engage		



3. Holiday Party

New Year's Eve Ball Drop Party: Invite your prospects to a New Year's Eve Ball Drop party. Provide snacks, drinks, and make sure to leave your marketing collateral nearby. Turn on the television and watch the ball drop in Times Square.

Super Bowl Party: Invite your prospects over to watch the big game. Turn on the community lounge's television and provide game day snacks and drinks.

Valentine's Day Chocolate Fondue Party: Everyone loves chocolate. Treat your prospects to a chocolate fondue fountain for Valentine's Day. Provide marshmallows and strawberries for dipping. Create a custom photo booth with a backdrop and fun props. You can also leave out pink-colored marketing collateral.

St. Patrick's Day Canned Food Drive: Host a canned food drive on St. Patrick's Day. Provide snacks and drinks. Ask prospects to bring a canned food.

Easter Egg Hunt: Host an Easter egg hunt for your prospects to win prizes and explore what your community has to offer.

Halloween Party: Invite your prospects to get into the Halloween spirit with a Halloween party. Provide snacks and drinks. Incorporate Halloween-themed music with songs like Michael Jackson's "Thriller" or "The Monster Mash." You could also host a costume contest.

TL;DR

Events not only create memorable experiences, but also positively influence a prospect's leasing decision and get them closer to signing that precious lease! Hopefully, by now you have plenty of event ideas to engage your prospects using email nurturing.



4

Re-activate Your “Dead” Prospects



Welcome	Engage	Close
Re-engage		

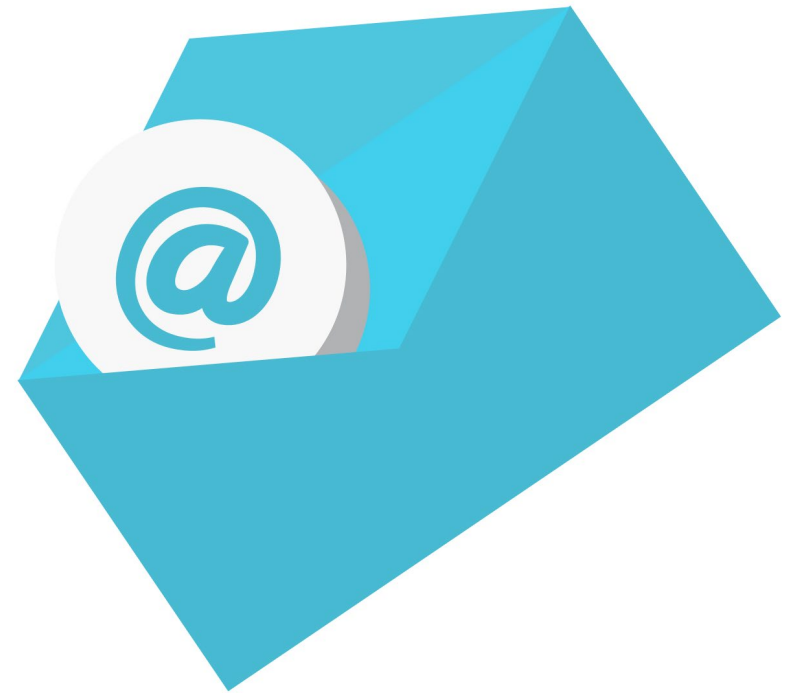
Re-engaging Inactive Prospects

A prospect may become inactive for many reasons:

- The passage of time
- Insufficient information
- Lack of incentives, etc.

But hope is not lost. Sooner or later, inactive prospects start searching for a new home again. You want to keep your property fresh in their minds. This can be done by emailing them community updates every month or so. If you are top-of-mind, they will call you first when they restart their search.

Welcome	Engage	Close
Re-engage		



Community Update Emails

Community updates are a great way to re-engage your “dead” prospects.

1. New Floor Plans

If you have updated your floor plans, let your inactive prospects know! This will keep them up to date on the property.

Welcome	Engage	Close
Re-engage		

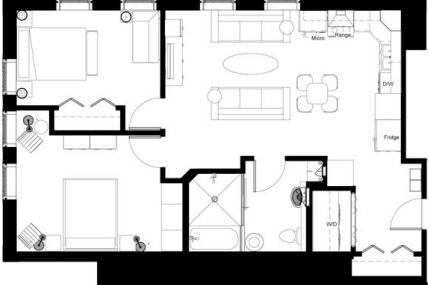


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AVENUE AT YORK

LUXURY APARTMENTS

Now Available!



BEAUTIFUL 1 BEDROOM + BALCONY FROM \$1,825


Located near downtown Denver and within a short driving distance from the RTD. Practical floor plan layouts and stylish furnishings are staples of every unit in our apartments. Amenities and services are readily available, and cater to each residents' lifestyle.

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2. New Building Additions

Let your prospects know about new building additions in your community. Maybe this will entice the prospect and improve the potential living experience.

Welcome	Engage	Close
Re-engage		



OUR FITNESS CENTER HAS A NEW YOGA / MEDITATION STUDIO

For those of you who prefer your workouts to be less about getting your heart-rate up and more about calming your body down, we'd like to introduce our new Yoga / Meditation Studio!

This newly renovated studio offers 1,300 square feet of space for yoga and meditation-loving residents, along with all the proper equipment you need for your workout. Whether you're part of the Yoga or Meditation classes that will be starting next year in January (perfect time to work off the Christmas weight!), or are going solo and tuning out the world and all its stressfulness out, we hope you enjoy this newest edition to Avenue at York's amenities.

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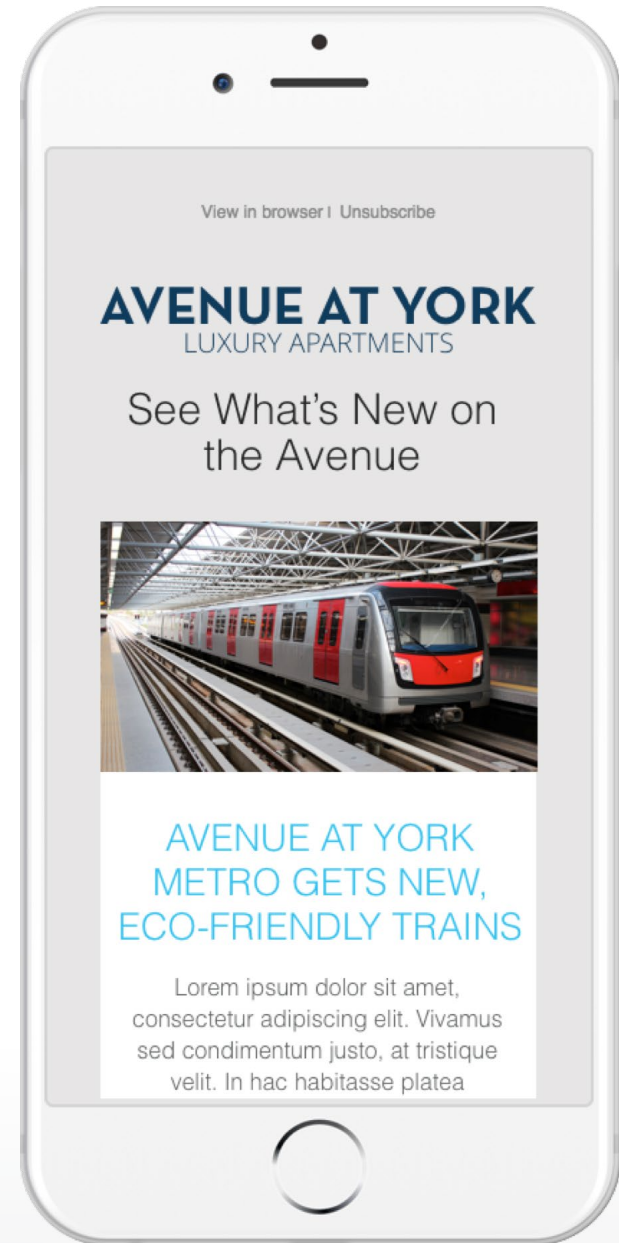
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Other Community Update Ideas

Property Awards: If your property recently won an award, let your prospects learn how you have gained more credibility in the multifamily industry with an award announcement. Examples of award announcements may include architectural innovation award, customer service, LEED, or any other award.

New Sister Properties: Allow your inactive prospects to find out when your property management company has begun construction on a new sister property.

Welcome	Engage	Close
Re-engage		



TL;DR

Letting your inactive prospects know about what's going on in your building may not seem very important at first, but it will help the prospect keep your property in mind for when they do begin looking for apartments again.



5

Offering Incentives to Get More Leases



Incentives drive leases

We all know that incentives drive leases. Here is some research to back that up. In “How Important Are Rental Incentives to Attracting Prospects?,” incentives are one of the key factors in the decision to move or stay put by 28 percent of respondents. In “Survey Reveals the Best Incentives for Retaining Tenants,” a survey of more than 4,500 respondents, discounts on rent were discovered as the most preferred monetary incentive.

Even though incentives drive leases, giving too many incentives will lower revenues to the property owners. So, how do we create incentives that lead to more leases, but not lower revenues? In this section, we discuss a two-pronged strategy:

1. Identify Target Prospects for Incentives
2. Email Incentives to Target Leads



1. Identify Target Prospects for Incentives

We leave money on the table by offering an incentive to all prospects. By offering every prospect an incentive to lease, you are reducing rents from prospects who would sign a lease without any rebates.

You can use the power of list segmentation to create a subgroup of prospects that are on the cusp of closing. Your criteria may vary, but a good start of criteria could be based on the following:

Desired Move-In Date: If the move-in date is in less than 60 days, they are more likely to accept the incentive and sign the lease.

Have They Toured Your Property?: If they have toured your property, they are more likely to sign a lease.

Are They A New Prospect?: If they just became a prospect, they may not be ready to accept an incentive.

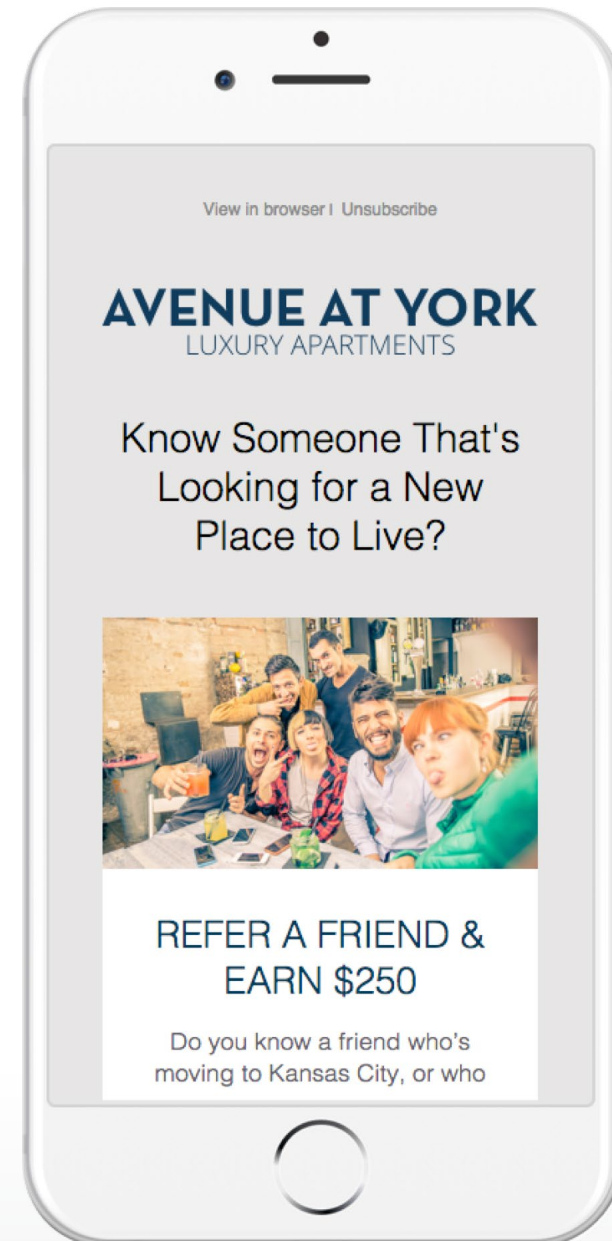


2. Email Incentives to Target Leads

Once we have created a narrow list of prospects that are on the cusp of closing, we can send them incentives through an automated nurturing campaign. Here are ideas for some incentives:

1: \$250 off Your First Rent


Reward your prospects with a discount off of their first month's rent. In this example, we suggest taking \$250 off your prospect's first month's rent. Discuss with your team the specific discount amount that you would like to use in your email offer.



2. Email Incentives to Target Leads

2: Offer Discounts on Your Exclusive Amenities

If your property offers special discounts on exclusive amenities which your competitors do not have, let your prospects know! For instance, offer two free sessions to your new yoga-meditation studio.



OUR FITNESS CENTER HAS A NEW YOGA / MEDITATION STUDIO

For those of you who prefer your workouts to be less about getting your heart-rate up and more about calming your body down, we'd like to introduce our new Yoga / Meditation Studio!

This newly renovated studio offers 1,300 square feet of space for yoga and meditation-loving residents, along with all the proper equipment you need for your workout. Whether you're part of the Yoga or Meditation classes that will be starting next year in January (perfect time to work off the Christmas weight!), or are going solo and tuning out the world and all its stressfulness out, we hope you enjoy this newest edition to Avenue at York's amenities.

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2. Email Incentives to Target Leads

Other Incentive Ideas

Starbucks Coupon: Everyone likes Starbucks, right? In this example, you are providing your prospect with a free coupon to the local Starbucks coffee shop near or at your community.

First Month Free on Special Service: If your community provides special services like doggy day care, plant watering or valet parking, you can offer the first month free for these services. This incentive will not only get the prospect to sign the lease, but they may also continue these services after the first month.

TL;DR

Letting your inactive prospects know about what's going on in your building may not seem very important at first, but it will help the prospect keep your property in mind for when they do begin looking for apartments again.



6

Prioritize Email over Social Media



Delivery Guaranteed



Who knows who gets your message?

Why Email Over Social Media

With all the hype surrounding social media, it may be difficult to believe that email is more effective than social media. But if you are moving your prospects through the lead-to-lease funnel, this is indeed the case.

Email has four advantages over social media:

1. Your email has a far higher reach than on social media.
2. You have greater ownership of your message.
3. You own your audience.
4. You have a better quality audience and email has a higher ROI.

In this section, we will discuss each of these 4 advantages.

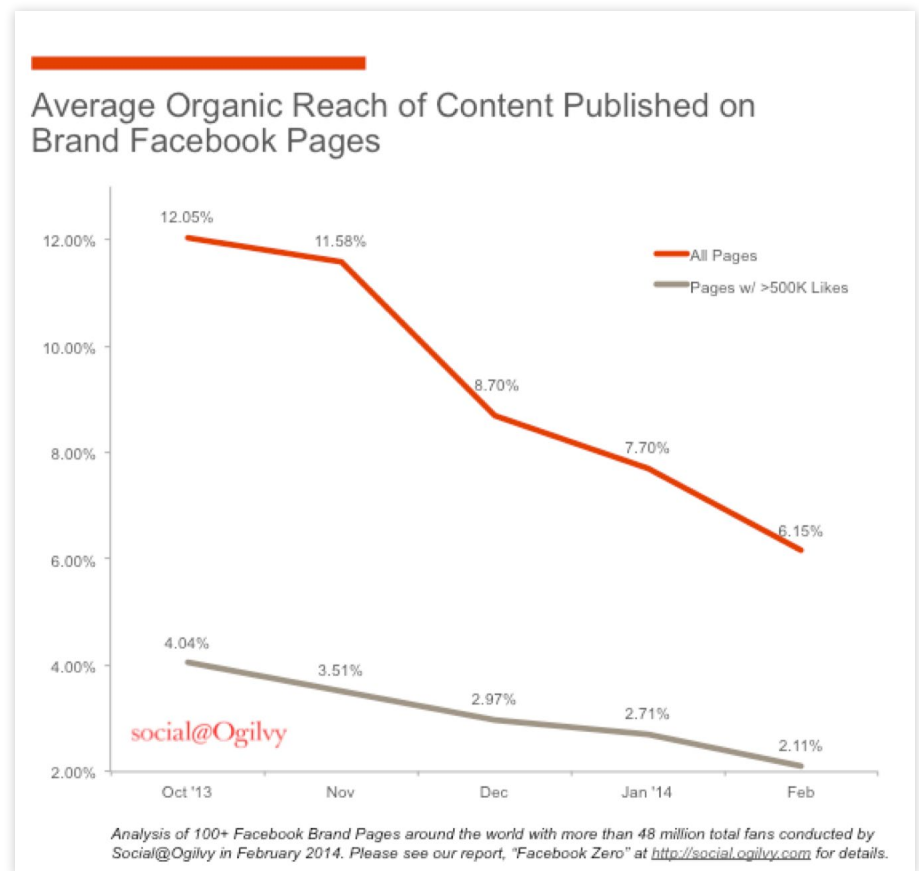


1. Email Has a Far Higher Reach than on Social Media

Marshall Manson with Social@Ogilvy describes how Facebook's average organic reach of content is as low as 2.11% for pages with more than 500K likes. Compare this with almost 100% reach of a sent email. Not only is organic reach low for Facebook, but it has dropped by almost 50 percent over four months from October 2013 to February 2014. We presume it has kept dropping since.

Email provides a far higher reach than on social media. While there is no guarantee that your prospect will read your message, they will at least be exposed to your brand every time you send a message.

In this section, we will discuss each of these 4 advantages.



2. Greater Ownership of Message

You have much greater ownership of the message in your emails. Email gives you complete control over the length of content, size of images, number of calls-to-action, etc. You also have control over text color, text size, message formatting, style, etc. As an added bonus, people cannot distract your readers with their unsolicited comments.

None of this can be controlled on a social network because they restrict the format and styles of your message. In this section, we will discuss each of these 4 advantages.



3. You Own the Audience

With email, you own your audience. Here are two examples of how owning your audience can help you craft the right message for the right target:

Let's imagine Mary gave you her email address and liked you on Facebook. We want to introduce Mary to the community, but we don't want to post repetitive welcome messages to a broad audience on Facebook. We can use a series of welcome emails specifically targeted to Mary to introduce her to the community. This will introduce her to the community without annoying others on Facebook.

Now consider John who is interested in renting out your property. A special offer could give him the extra push he needs to sign the lease, but you don't want to give that deal to everyone on Facebook. You can send an email targeted to John, so that only he receives the offer. This prevents you from giving the same discount to everyone on Facebook.

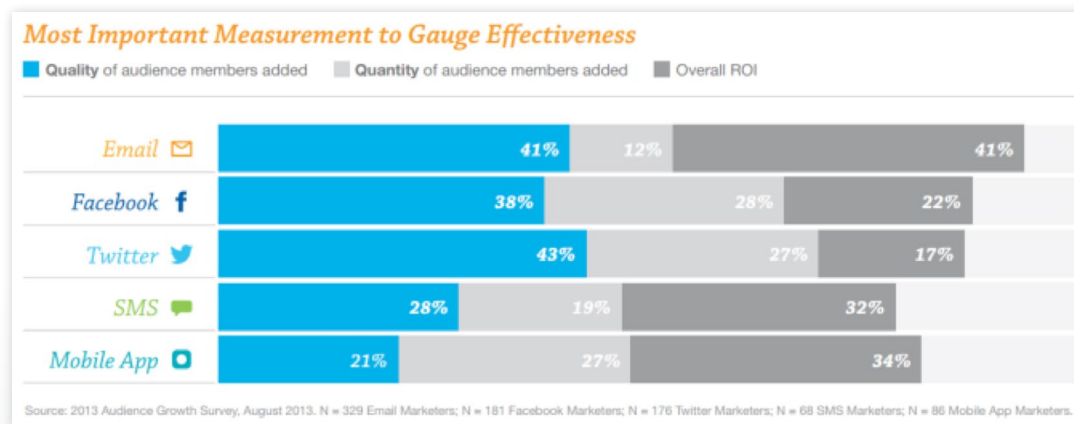
4. You Have a Better Quality Audience, and Email has Higher ROI.

Email provides a better quality audience. The term “quality” refers to how well you have built your audience to match your market. Email allows you to produce better results for personalizing your communication, and thus resulting in a higher return on investment.

According to the 2013 Audience Growth Survey, email has a higher quality audience and

a better ROI than Facebook. It may not have the quantity of social media, but it is a classic case of quality over quantity.

Think of email from this perspective. According to Preet Kallas, “Email is like a phone book of your friends, but social media is more like a casual acquaintance.”



TL;DR

Email Simply Works Better. Letting your inactive prospects know about what's going on in your building may not seem very important at first, but it will help the prospect keep your property in mind for when they do begin looking for apartments again.



Conclusion

Your team has a lot to do. But In this day and age, you don't need to waste valuable time chasing leads. By implementing this 4-stage lead to lease funnel, you can effectively nurture your prospects through a variety of email campaigns, allowing your agents to focus on closing leases.

We've walked you through how to introduce your neighborhood, your amenities, and your team, with a welcome drip campaign. We then talked about inviting your prospects to events and getting them involved in the community. We also gave you advice on how you can

re-engage inactive prospects, and how you can improve your chances of closing leases by offering special deals to prospects who need an extra push.

There are many ways to market your property, and while social media allows you to stay apart of your online community, the best way to really engage prospects is through email nurturing. We hope this guide helps your company get on the right track to success. Check us out at <http://hy.ly> and feel free to get in touch (ideas@hy.ly) if you have any ideas or would like to do business!





Ideas@hy.ly
<http://hy.ly>

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