

SAVE THE DATE!!!!

UPCOMING VAHCDO TRAINING SEMINAR
IN PARTNERSHIP WITH IREM

**September 27 – 28, 2011 (2 days) MKL405 – Marketing and Leasing:
Multifamily Properties**

**638 Independence Parkway
Chesapeake, VA**

Position your property in the market to attract and retain new residents with key strategies for reaching qualified prospects, selling your property's benefits, and successfully closing the deal.

What you will learn:

- > Market assessment. Neighborhood analysis, demographics, subject property and competition.
- > Market strategies. Marketing campaign development, advertising, social media marketing, and analytics.
- > Resident retention. Lease administration, retention programs, conflict resolution, marketing to existing residents, reputation management.

How you will benefit:

- > Position your property to succeed in your market
- > Showcase your property in the best light to secure new residents
- > Achieve higher levels of resident satisfaction and retention by effectively troubleshooting resident issues

HOTEL INFORMATION

The Hyatt Place Chesapeake/Greenbriar
709 Eden Way North
Chesapeake, VA 23320

\$89.00 plus taxes (code: OMG Corporate Rate)
1-888-492-8847

If you have any questions, please contact Valerie Hill Neal at 757-928-2658 or vneal@nrha.org.