



The Brand Establishment

CASE STUDY REAL ESTATE SERVICES



How

do you help a property
management company
develop a brand
strategy that would
increase its resident
retention rate?

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The Situation

A property management company – family owned, multiple locations – increasing vacancy rates.

The Opportunity

Though the subject company had developed a good reputation for well-managed properties and a responsive staff in its service areas, it lacked a consistent corporate identity. Communications weren't focused and didn't look as if they came from one source. When compared to its competitors, it exhibited no discernible differences and was losing residents to other types of housing.

The Solution

A brand discovery process was initiated with the senior management group to identify the company's unique selling propositions. The key unique selling proposition encompassed the legacy of the company name, from which its theme emanated. The critical next phase included adoption of the brand essence and personality from the top down, both internally and externally.

The Brand Position

An apartment community management company committed to the satisfaction of its partners, associates, investors and residents. It offers world-class service, state-of-the art properties, and the peace of mind that comes with an 83-year legacy of success.

The Adoption Tactics

Once the brand position was established, began creating the look and feel of the brand in marketing communications such as the company's mission statement, corporate stationery, logo design, presentation kits, ads, property brochures, and signage. Designs were recommended emphasizing the company's brand differentiation for company vehicles, premiums, good will gifts, and even uniforms. Additionally, traffic-building promotions were designed and branded materials were produced for the annual meeting.

The Results

Resident retention rate has increased, with vacancies down to an average of two per building or less. The company has significantly increased its potential resident traffic, even though competition in this market is exceptionally strong.