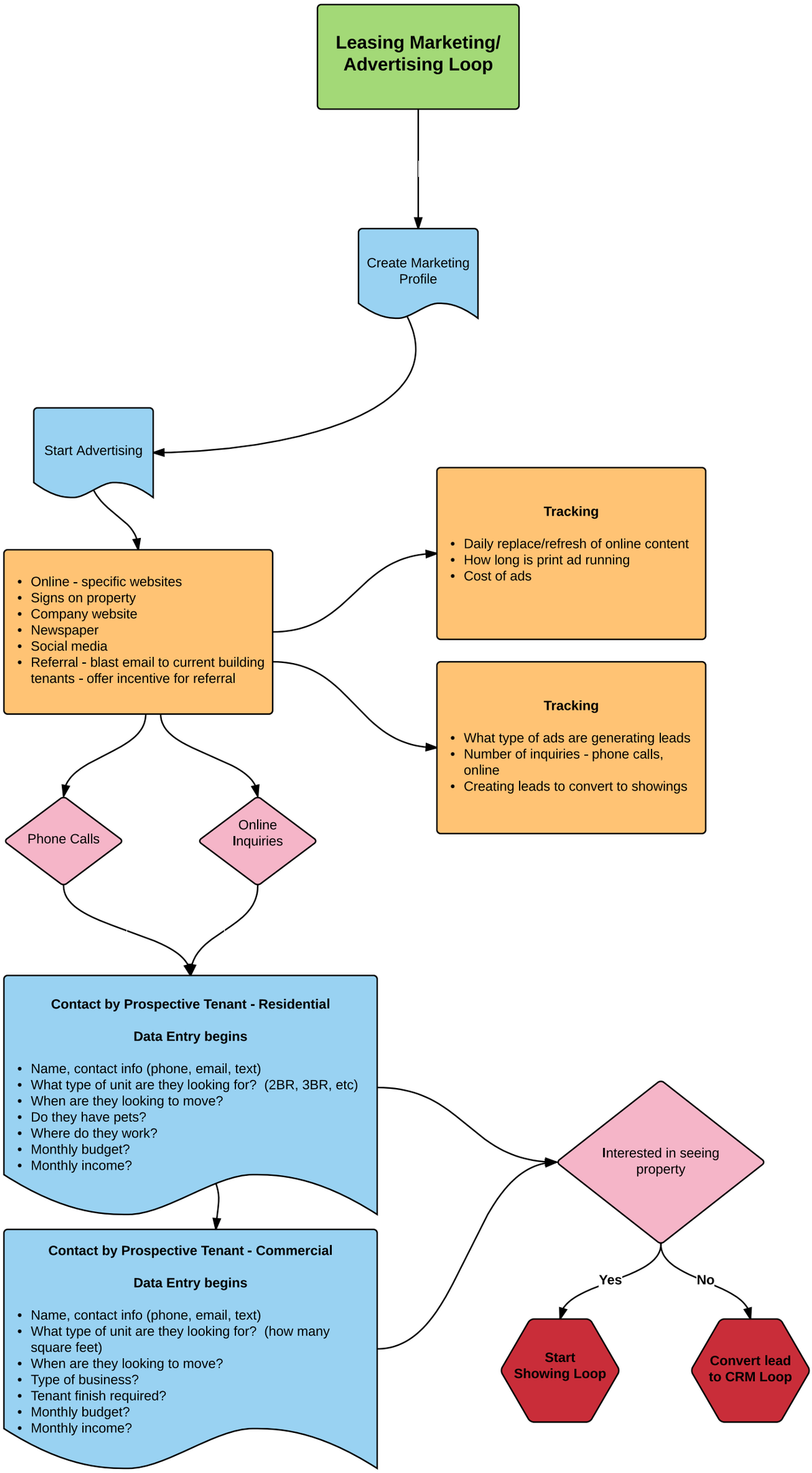
Leasing Marketing/ Advertising Loop
Create Marketing Profile
Start Advertising
Online - specific websites
Signs on property
Company website
Newspaper
Social media
Referral - blast email to current building tenants - offer incentive for referral
Tracking
Daily replace/refresh of online content
How long is print ad running
Cost of ads
Tracking
What type of ads are generating leads
Number of inquiries - phone calls, online
Creating leads to convert to showings
Phone Calls
Online Inquiries
Contact by Prospective Tenant - Residential
Data Entry begins
Name, contact info (phone, email, text)
What type of unit are they looking for? (2BR, 3BR, etc)
When are they looking to move?
Do they have pets?
Where do they work?
Monthly budget?
Monthly income?
Contact by Prospective Tenant - Commercial
Data Entry begins
Name, contact info (phone, email, text)
What type of unit are they looking for? (how many square feet)
When are they looking to move?
Type of business?
Tenant finish required?
Monthly budget?
Monthly income?
Interested in seeing property
Yes
No
Start Showing Loop
Convert lead to CRM Loop