

Promoting Your Cooperative To Current and Future Members



Many of us have wanted to write something to promote the cooperative but have been at a complete loss regarding how to start. Knowing what the best way is to get that information to your audience is vital in today's information world. We will introduce you to various communication formats, such as Newsletters, Brochures, Web Pages, Training manuals, and Slide shows. This is a sample to help you get started.

**Presented By
Rich Berendson**

Promoting Your Cooperative

INTRODUCTION

We will give you an overview of the following:

- Strategy to promote your cooperative to potential members.
- Strategy to promote your cooperative to new members.
- Strategy to promote your cooperative to current members.
- Provide tips on brochures and newsletters pages.
- Member Retention
- Slide shows
- Samples
 - ❖ Brochures
 - ❖ Newsletter
 - ❖ Flyers
 - ❖ Welcome cards
 - ❖ Web Pages

Many of us have wanted to write something to promote the cooperative but have been at a complete loss regarding how to start. Knowing the best way to get that information to your audience is vital in today's information world. We will introduce you to various communication formats, such as Newsletters, Brochures, Webpages, Training manuals, and Slide shows.

As a benefit to my workshop attendees, I include all of the class handouts I have taught over the years. A copy of my cooperative web page, MAHC web page, Request for proposals, promotional material, and more. Many people tell me that the CD is the best thing I got from the conference. You must attend one of my classes to get it.

Promoting Your Cooperative

PROMOTING ORGANIZATIONS

Well-planned and well-executed publicity does more than help ensure attendance at meetings. It enhances your organization's sense of purpose, builds pride, and creates community awareness. Promoting your organization's activities can be one of its best assets.

The job is twofold:

1. To serve as a communication link with members and others involved in your organization's programs. Inform people of upcoming events, promote items of interest and provide newsworthy information.
2. To serve as a communication link with the general public. Explain the objectives of your group and place your successful programs and activities before the public to foster understanding and goodwill.

DESIGNING A PROMOTION PLAN

There are lots of different tools you can use to inform the community or promote activities. It takes research and careful evaluation of the results to select the right device for each method.

The first step is determining what type of promotion is required for your activity. Ongoing events, such as upcoming meetings, can usually be publicized by an announcement. Special events such as fund-raising, membership drives, and community activities require a broader range of publicity and demand more intensive treatment.

Promoting Your Cooperative

Both types require research. A small group with few financial resources should never feel compelled to orchestrate an expensive, high-gloss campaign, nor should an organization ever send out material that looks as if it had been thrown together at the last minute.

Four factors should be considered in a promotion plan:

- your organization's publicity needs
- your organization's calendar
- the people you want to inform
- the information centers and media outlets in your area

Gather information at your meetings. Select information carefully by asking what will be of most significant interest to your audience.

Answer the 5 Ws - Who? What? Where? When? Why?-and How? Look for human interest facts that will give your story an unusual angle.

Make it stand out from the rest.

Ongoing activities are most often promoted by the use of announcements. These are usually publicized without charge in the coming events section in newspapers or as public service announcements for radio and television. The reports should be kept short (40-50 words), be typewritten, and be double-spaced. The contact person's name and telephone number should be in the top left-hand corner. All material should be dated and sent in before the media deadline.

If you have determined that your event is newsworthy enough to merit more extensive coverage (i.e., it involves a large number of the community and has a lot of community interest), then you require a press release.

Promoting Your Cooperative

Releases should be sent two weeks before the deadline date. A follow-up phone call can be made to the edit further to discuss coverage of the event or any questions ions. If the hen material you provide is not published or broadcasted, politely find out why. This will help eliminate problems in the future.

Full-scale publicity doesn't have to stop at the press release. Posters, flyers, and brochures can be produced at a low cost and distributed through local businesses, direct mail, libraries, etc. Other ideas could include displays at shopping centers, schools, community events, slide presentations, a speakers' bureau, ads on restaurant placemats, other organizations' newsletters, and banners. Know what your message is and who the intended audience is. Then decide which technique or combination of Methodius is best.

One most promotional tool are word-of-mouth. Everyone involved in your organization is a potential salesperson. The promotion committee should ensure that ever well-versed and versed in all the acts to be an effective promoter.

WAYS TO ATTRACT NEW MEMBERS

CURB APPEAL

- Studies show it costs \$250 just to have a prospect walk in the door. When they get there, be sure to catch their attention.
- Signs are easy to understand and read.
- Well-maintained and groomed landscape.
- Painting of buildings, divider walls, and sheds.
- Seal-coated parking with lined parking places
- Enclosed trash bins.
- Flowers and landscape

Promoting Your Cooperative

SIGNS

Signs must be easy to read and give an image of the community. Take advantage of both sides of the movement. Welcome them to your community on the front but thank them for coming on the back of the sign as they leave.

BANNERS AND DECORATIVE FLAGS

Since banners are quick sales messages, changing flags help highlight different benefits of your community. Decorative Flags look professional and fun.

LEASING OFFICE AND MODELS

Visual Images

- Keep in mind that what your prospects see in the first 10 seconds will affect how they view your community. Here are some things to make sure that candidates get the right impression.
- Easy to read directions on signs; people have to feel welcome and not confused about where to go.
- Clean floors and walls, new carpet, and newly painted walls show that you care for your units.
- Photos and photos on the wall of your community help show your pride in the community and gives a warm feeling of home.
- Clean desks, cleaned, uncluttered office desks give the impression of an organized community.
- Dress the part. How the staff dress represents the community's identity.
- Potted trees and plants- help spruce up your office.
- Restroom, keep clean and fresh smelling; take advantage of the back of the door to put a message to read on their way out.

Promoting Your Cooperative

Additional items

- Music – Music makes people more comfortable.
- Employees work and feel better also.
- Smells, Studies show that apple pie smells close more sales quickly, and jasmine and vanilla smells help people relax.
- Bulletin board, put resident pictures on the bulletin board.

PROMOTIONAL ITEMS FOR PROSPECTIVE MEMBERS

It has been proven that photos increase response by over 50%

PHOTO BOOK

- A photo book with photos of the units.
- Photos of events.
- Photos of people living in the community.

BROCHURE

- Brochure of the highlights of your community.
- Photos of your community.
- Floor plans of the units.
- With Cooperatives, we need to explain what a cooperative is.

Promoting Your Cooperative

NEWSLETTER

- Give a copy of the newsletter it is a great sales tool

WEB PAGE

- Web sites allow prospects to browse for their new home on their own time, at their own pace, and without any contact from "sales" people.

POST CARDS

Always follow up with a thank you postcard. If they are unsure, it may help change theirs. If not, it will help them remember you in the future. Follow-up postcards are perfect for marketing your community since they

- They don't need to be open
- They can be read easily.
- Are cheaper to mail.
- Show a sincere interest in the people who have stopped by.

WAYS TO INCREASE TRAFFIC

- Market at high commute areas like bus stops, ferry terminals, or toll booths. This works exceptionally well in metro areas.
- Resident referrals, It works, and Members are our best salespeople.
- Go to local festivals and pass out Frisbees with your property logo!
- Most areas have all types of festivals, especially in the Fall or Spring, and this is an inexpensive way to reach hundreds or maybe thousands of potential residents! It's fun and a great way to get your property name out there!

Promoting Your Cooperative

RESIDENT RETENTION

- First, on average, it's seven times more expensive to find new members than it is to keep your current ones.
- Second, the cost of the unit turnover has many nonobvious costs associated with completing the make-ready.
- Resident retention starts before they even move into the community.

THE GOAL--TO MAKE THE MEMBER FEEL AT HOME WITH THE CO-OP.

Do you want to know the secret to having members feel this way and desire to stay in the co-op for a lifetime? And what if management could keep the co-op complete with a waiting list because the members loved how the co-op appreciated them? Through the combined efforts of management, board of directors, site staff, and cooperative members, it is easy to develop a robust, successful resident retention program by creating security, building community, having fun, recognizing special occasions, generating involvement, soliciting feedback, rewarding participation, and searching for lost members.

Promoting Your Cooperative

NEW MEMBER ORIENTATION

This is the perfect opportunity to sell to the community. It's not only about rules but welcoming them into the community.

Items to use

- Video telling them about what a cooperative is all about.
- Photo book, when talking about parking mailboxes, show them a photo of what you are talking about.
- Handout, give them a hand with everything you just told them for them to refer back to a later time.
- Nice to Know – information n about the school, shopping, restaurants, etc.
- Newsletter, give new members a copy of the current newsletter
- Annual report, if you have an annual report you give out at the annual meeting, give the new members a copy.
- Local bro newsletters, park district brochures, etc.
- Time and talent form - invite them to get involved in the community through involvement in committees.

Promoting Your Cooperative

NEW MEMBER FOLLOW-UP.

When they move in

- Welcome card on the table.
- Gift on the counter table -
- Dinner on us at a local pizza place or movie tickets.
- This makes them feel welcome
- After they have been there a few weeks
- Welcome letter from the cooperative.
- Move in the survey – this will give you feedback.

BUILDING COMMUNITY

- Newsletter
- Bulletin board, put resident pictures and information on the bulletin board in the clubhouse or in the swimming pool area.
- Laundry room – add a bulletin board with photos and information and keep it clean and fresh.
- Actives – for the members and the kids
- Theme – all your stationary, business cards, newsletter, and promotional material should have the same theme and identity.
- Impeccable and reliable service and maintenance.
- Surveys- Ask, Ask, Ask your members for feedback and implement their suggestions.

Promoting Your Cooperative

PROMOTIONAL ITEMS FOR CURRENT MEMBERS

It has been proven that photos increase response by over 50%

MEMBER COMMUNICATIONS

- Newsletter
- Web Page
- Membership Survey
- Notices
- Suggestion Box
- Community Bulletin Board
- General membership meeting
- Actives
- Staff Professionalism

NEWSLETTER

Did you know newsletters have a 400% higher readership than brochures?

- Remember to thank members for any and every reason.
- Calendar of events in the community and in town.
- Keep members up to date with things going on in the community.
- Educate members about the cooperative lifestyle and advantages.
- Activates notification
- Birthdays, anniversaries, and special awards won.
- Jokes and fun items.

Promoting Your Cooperative

WEB PAGE

Web sites allow members to see themselves and family members to see their community. Web pages can enable members to contact the office with a maintenance request, or comments

- Photos of community
- Photos of membership
- Information on the cooperative advantages
- Highlights of your community.
- Floor plan of units.
- Form for maintenance request.
- Email links.

MEMBERSHIP FEEDBACK

- Satisfaction survey
- New member move-in survey
- Move out a member survey
- Suggestion box

Promoting Your Cooperative

COMMUNITY INFORMATION AND INVOLVEMENT

- Community bulletin board- display where it is accessible to everyone at any time. Calendar of upcoming events, notices, etc.
- Activates. Movie night, bingo, Easter egg hunt, potluck dinners, etc.
- Beatification contest.
- After-school programs
- Neighbor-watch programs

MAINTENANCE REQUEST FORMS

- In clubhouse
- In the laundry room
- By rent drop-off box.
- Can be emailed
- Can be faxed

MAINTENANCE OPPORTUNITIES

While servicing your unit, we found and fixed the following items that need attention. This is the best PR. That you can do in your community.

- Fix items within 24 hours
- Look for other maintenance items needed.
- Leave a card showing you were there and what you did.
- Leave popcorn, candy, or other gifts when you leave.

Promoting Your Cooperative

STAFF PROFESSIONALISM

- First impression of the community
- Friendly Manner
- Personal Attitude
- Clean Appearance.
- Attitude / Pride

HOW GOOD ARE YOUR BROCHURES?

Are you reluctant or even apologetic when you hand out your company's brochure? Are you unhappy with it but not sure why? If so, chances are you need a new brochure. But before you leap into that project, consider some of the following points. A little thought and planning now will go a long way in creating a brochure that both projects your corporate identity and image positively and is a brochure of which you can be proud.

WHY DO YOU EVEN NEED A BROCHURE?

First and foremost, a brochure is just as essential and fundamental a tool as your business card. However, where your business card simply introduces you as an individual, your company brochure introduces your entire company. It is like an executive summary of your operation and offerings. It is an important marketing and sales tool, one in which you can do a little bragging and shamelessly present your credentials in the most favorable light. It is your opportunity to create a lasting impression. Make sure that it is a good one.

Promoting Your Cooperative

A GOOD BROCHURE

It is essential to the success of your business. It must be brief. It must communicate the most important fundamentals about your business and your products or services. It must be with, reach and move a prospective customer who, you must assume, knows nothing about your company. That is a tall order.

A GOOD BROCHURE

It must leave the reader with the impression that yours is a solid, reliable company, and therefore, its products must be equally as good trustworthy lid and reliable. It is the cornerstone of building trust with your prospective customers. It must leave the reader wanting to learn more about your company, but not necessarily today.

A GOOD BROCHURE

It will introduce your company and give the prospect a visual feel for who you are and what you do. It should function as both a door opener before a sales call and a reminder afterward to which prospective clients prefer. While your brochure will seldom actually get you a sale, it will make getting the order so much easier.

Promoting Your Cooperative

A BAD BROCHURE IS LIKE BAD BREATH.

No one will tell you what is wrong, but they will avoid you, or in this case, your company. Your brochure, along with your phone number, will simply go right to the trash.

When that happens, you will find you have done more than just waste your money and time. You have turned a prospect into a permanent saleable without even getting a chance to get in the door. If you saved a few hundred dollars on producing your brochure, was it worth it?

A wrong cheap-looking king brochure poorly on you, your company, and your products. Do not scrimp. A form that economizes on a booklet may also be seen as scrimping on its products.

YOUR BROCHURE SHOULD NOT

Attempt to be a comprehensive technical manual detailing all your product specs. It should not be a price sheet listing special sales. These are sales sheets and have completely different requirements in look, design, and purpose.

When a company combines these functions with a one-piece piece *all things to all people* brochure, they often end up with a confusing, disorganized mess. You can be absolutely sure that if your brochure is challenging to read, it won't be. This could reflect a confused company to a prospect. Remember K.I.S.S.?

An acceptable combination of both types is often seen in a presentation folder. One pocket holds your corporate b; there, the other pocket holds special deals, sales sheets, pricelists, and the like.

Promoting Your Cooperative

BROCHURES ARE USUALLY USED IN THREE WAYS:

- **Initially:** as an introductory mailer. You may mass-mail the brochure to sales leads and follow up later by phone.
- **Secondarily:** Your brochure should always be used as a leave-behind at initial sales calls. Even when you have mailed out a copy in advance of a meeting, it is always a good idea to leave another copy as you finish up your sales call. It serves as a reminder that there is a solid, respectable company behind the sales rep who just left. And it certainly never hurts to have several copies of your brochure circulating in your prospect's office(s).
- **Thirdly:** A corporate brochure is essential to fulfilling requests from potential clients for literature, either in response to an ad or a phone inquiry.

NEWSLETTER: THINGS TO CONSIDER:

1. Do you want to read your newsletter?
2. Give your newsletter to some friends outside the industry. What do they think of it?
3. What do you want to write about?
4. Do you educate your residents on happenings around the community? Or do you include rules and regulations?

Promoting Your Cooperative

Educating is,

"We are in the process of improving the pool deck! We are adding more space for lounge chairs to accommodate you and your guests. The improvement is scheduled for completion in the next month. Please do not park in front of the pool area so the workers can have easy access and can complete the job more quickly."

-Rules are:

1. "We are renovating the pool deck, so stay away to avoid being hurt. Do not park in the parking spaces in front of the pool to make room for the service vehicles. Thank you."
2. Are there any projects, services, or new things in the community to keep residents updated on?
3. If you think a project will take two weeks to complete, tell residents it will take three weeks. That way if any unforeseen circumstances arise, you won't have residents complaining after two weeks and a day.
4. Do you provide residents with ways to improve their lives, live healthier, and make more money?
5. Do your residents know every service you have to offer?
6. Do you include a resident testimonial each month?
7. Do you include a letter from the president or manager each month?
8. Relevant articles...
 - What is the average age group of your residents?
 - What publications do they read?

Promoting Your Cooperative

9. What subjects do your residents want to read about? Ask them which of these topics they would like to read about.

Suggested topics

- -helpful Web sites
- -resident pictures (new babies, marriages, promotions, retirements)
- -trivia
- -funny cartoons or caricatures
- -solutions to common maintenance problems
- -hard news
- -new development within a ten-mile radius
- -what's happening in the community in calendar form
- -stage, theater, concert schedules and reviews
- -restaurant reviews
- -resident concerns
- -educational information (top ten lists, book reviews, tips for success)
- -word or joke a month
- -investment or stock information
- -how to get stains out of anything
- -inspirational quotes or speeches
- -etiquette
- -personal and business
- -fashion do's and don'ts
- -follow up on how much food was collected during the food drive
- -recycling/eco-information
- -contests and drawings
- -more parties and events on-site-
- -community college information
- -recipes
- -voting locations.

Promoting Your Cooperative

10. It s nice to put something like,
Community News. For current and future residents of
Cumberland Green Cooperative and their guests under the
newsletter s title.
11. Put the heavy stuff first, then the lighter material towards
the end.
12. What is the #1 concern of your residents right now?
(What have you gotten the most phone calls or complaints
about?) Can you solve or assuage the problem in the
newsletter?
13. For calendars and local events, remember to include:
-date, -time, -place, -cost of admission (if any) -directions
-phone number to call for more information.
14. Headlines of stories should tell the reader all they need to
know.
Don't bury important information in an article. Most people
don't read entire stories if you are reading this; thanks for
sticking with me!
15. Can a local reporter contribute articles?
16. Is there a resident who writes well that would enjoy
researching topics?

Promoting Your Cooperative

17. Remember to thank residents for ANY and EVERY reason.

"Thanks to resident Joe Smith for helping us shovel the mountains of snow during the blizzard. Joe gives meaning to the words true neighbor."

"Special thanks to our neighbor Mrs. Conroy for sharing her delicious pumpkin bread with us. We loved every bite!"

WEB SITE TIPS

1. Too Many Graphics On Your Site?

You don't want to lose your audience before the first image appears. You lose about $1/3$ of your visitors if it takes more than 8 seconds for your site to appear. Great headlines and sales text sell your community.

2. Design It From Your Customer's Point Of View

Ask current residents and surfers who stop by your site what else should be included and what information can be eliminated. Streamline the process, and you'll have surfers who will stick with your site.

3. Provide Easy Links To Major Areas Of The Site

to save your surfer time. For super surfing ease, set up the HTML code to provide "ALT" text tags for link buttons that display while the graphics are loading.

Promoting Your Cooperative

4. Give Something Free for Visiting

Thank the surfer for visiting with a free brochure of moving tips coupon for lunch in your neighborhood. Discounts for moving companies. Online gift certificates. Etc.

5. Change The Information Often

Keep the primary site the same but constantly update it to keep surfers interested. Studies show residents begin looking for new places to live as early as 150 days out. Your surfer may visit your site for months before seeing you in person. Things to update! Rotate Resident testimonials and move-in specials. Updates on new amenities or improvements, a calendar of local events and activities both on-site and in the community, and restaurants or points of interest in your neighborhood.

SUCCESSFUL TENANT RETENTION

1. Keep residents informed about themselves.

It's wise to be a news source about what's happening inside our community without appearing to be a busybody. Inform your residents in your newsletter of lease renewals, new residents, anniversaries, promotions, changes in employment, and anything special that happens to a resident. This makes everyone feel as if they are members of a close-knit group.

Promoting Your Cooperative

2. Admit mistakes.

If you or your staff has made a mistake, admit it. Nobody is perfect, and a resident doesn't expect you to be right all the time. If your residents make an error, don't tell them. Nobody likes to be reminded that they have made a mistake. Remember, the customer is always right.

3. Constant contact.

Even though you might be the world's most excellent leasing consultant, maintenance person, or manager to the resident paying the rent, it often comes down to, "What have you done for me lately?" For some reason, the out-of-sight, out-of-mind syndrome dominates residents' minds. We have all experienced the first of the month rent-paying time. The office becomes the big service request center for the first five days.

4. More contact.

When was the last time you picked up the phone and called a resident to find out if everything in their apartment was okay? Set yourself a goal of ten residents a week, just two calls a day. You can make contact by telephone or simply knock on their door while you are out checking on your model or vacant.

5. Personality.

Always, always be friendly, courteous, and kind to residents. You are in a sales and service business.

Promoting Your Cooperative

6. Punctuality.

Never, ever be late for a meeting with a resident. If you are sloppy in this regard, the resident will sooner or later be convinced you are careless in the way you manage the property.

7. Call reports.

This technique has saved me more residents than I can count. When a resident demands to see or speak to the manager, it's generally because they have a problem that hasn't been solved. It's imperative that you write up a call report outlining the things you agreed to do for the resident. To show you are on the ball, be sure to give a copy to everyone involved or otherwise concerned so they are aware of what actions must take place. The next step is to follow up with the resident to ensure everything is now satisfactory. I always put the same resident on my call-back list two weeks later to ensure everything else is fine. It is well worth the time invested.

9. Progress reports.

I sent these brief little notices to my residents every time any activity took place. Examples: pest control (change in dates or company), painting of the exterior, extended work going on in vacant units, addition of a new service or amenity, filter changes, unit-by-unit inspections, and pool opening and closing.

Promoting Your Cooperative

10. Things to do.

I don't care how great a memory you have, you cannot hope to remember every single task that needs to be done in the day-to-day management of your property. Keep a legal pad, make your list of things to be done, cross off the items that are completely finished, and add to it daily. At the end of the day transfer the remaining items to a clean page for the next day.

Promoting Your Cooperative

SAMPLE FORMS

Call the Rental Office
for further details!

RESIDENT REFERRAL PROGRAM

A great way to
choose your neighbors
and earn extra \$\$\$.

Welcome Home.

TRILAR MANAGEMENT GROUP
Welcome Home

Your new apartment home has been
professionally cleaned and detailed to meet
your high expectations. If I can answer any
questions, please feel free to call me
at _____
and thank you again for choosing
our community. Welcome home!

Community Manager

30 Second Satisfaction Survey

Please take a few seconds to rate our community. We will read your comments and use them to improve our community. Please return to the office at your convenience. Thank!



	Great!	Good	Okay
Overall are you happy living here?	_____	_____	_____
Are you pleased with the office staff?	_____	_____	_____
Maintenance staff?	_____	_____	_____
Was the repair completed to your satisfaction?	_____	_____	_____
Are you pleased with our Recreational Facilities?	_____	_____	_____
Would you recommend us to a friend?	_____	_____	_____
What do you like most about our community?	_____		
What do you like least?	_____		
Optional -----	_____		
Name _____ Address _____			
Today's Date _____ Phone Number _____	Thanks for your time!		

Promoting Your Cooperative

Leasing Information

Leasing Consultant: _____ Apartment(s) shown: _____

Size: _____ Date Needed: _____

Reason for no show/not renting: _____

Phone Call (24 hrs.): _____

Thank You _____

Follow-up _____

Follow-up _____

File for future _____

Welcome to Our Community

Name: _____ Date: _____

Street Address: _____ Telephone (home): _____

City: _____ State: _____ Zip: _____ (work): _____

Apartment Size Needed: ☐ Studio ☐ 1 Bedroom ☐ 2 Bedroom ☐ 3 Bedroom ☐ Other _____

Date Needed: _____ How many will be residing in your apartment? _____

Reason for moving? _____ Pets? _____

Employed by: _____ Occupation/Position: _____

How Did You Learn of Us? ☐ Referral by _____

☐ Signs/Drive by
☐ Yellow Pages
☐ Apartment Guide
☐ For Rent
☐ Rental Guide

☐ Newspaper
☐ Internet
☐ Local
☐ Radio/TV
☐ Other



Hi!

I was here today...



☐ The following work was done:

☐ We were not able to complete the work but to:

but without:

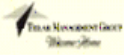
Thank you for calling the problem to our attention. If the work has not been performed to your satisfaction, please let us know.



Hi!



Maintenance Man is Working In Your Apartment.



Maintenance on the double!



We all lead incredibly busy lives these days, so this is just a quick check up to see if there is any maintenance work that you need done in your apartment home. Just fill out this form and hang it on your door within the next 48 hours. Our maintenance staff will pick it up and schedule your home for maintenance. Please call our office if we can help in any way!

PLEASE CHECK THE ITEMS YOU WOULD LIKE SERVICED:



- ☐ Leaky Faucets (which room?) _____
- ☐ Running Commode (which one?) _____
- ☐ Slow or Leaking Drain (which one?) _____
- ☐ Heating or Air Conditioning Unit
 - ☐ Leaky?
 - ☐ Needs a filter change?
 - ☐ Needs attention? _____
 - Why? _____
- ☐ Kitchen Appliances (which one?) _____
- ☐ Garbage Disposal? _____
- ☐ Anything Else? _____

Name: _____

Apartment Number: _____

Promoting Your Cooperative



Name: _____
Phone Number: _____
Apartment Number: _____

Name: _____
Phone Number: _____
Apartment Number: _____

Resident Express

Date: _____

Apartment: _____

Service Requested: _____

Okay to enter: _____

Daytime phone: _____

Signature: _____

Move In Checklist

Dear

Welcome to your new home! We hope you have found everything satisfactory, and we remind you that our management team is at your service!

To help you get settled as soon as possible, here's a checklist to make sure you make all of the important people aware of your new address. Please call if we can help!

Sincerely,

Your Management Team

Contact with your change of address:

- ☐ Previous Post Office
- ☐ Family Members
- ☐ Businesses
- ☐ Friends
- ☐ Gas Company
- ☐ Electric Company
- ☐ Water Company
- ☐ Cable Company
- ☐ Phone Company
- ☐ Long Distance Carrier/Calling Card
- ☐ Bank
- ☐ Credit Cards
- ☐ Frequent Flyer
- ☐ Doctors/Dentists
- ☐ Insurance Company (Health, Car, Life, Renter's)
- ☐ Magazines
- ☐ Register To Vote
- ☐ DMV For New Driver's License
- ☐ Library Card
- ☐ Schools/College Alumni Office



Promoting Your Cooperative

Report Card

Resident's Name _____

Address/Phone _____

Thank you for choosing our community to call home! We are at your service and are here to assist you in any way we can. Please take a quick minute to evaluate our services. We are anxious to help make your home a happy one.

Do you receive prompt, courteous and professional service from our

Leasing Staff? ☐ Yes ☐ Okay ☐ No

Management Staff? ☐ Yes ☐ Okay ☐ No

Maintenance Representatives? ☐ Yes ☐ Okay ☐ No

Comments/Suggestions _____

Have your requested maintenance services? ☐ Yes ☐ No

Were your service requests handled quickly and efficiently? ☐ Yes ☐ No

Comments/Suggestions _____

Are the grounds and common areas kept to your satisfaction? ☐ Yes ☐ No

Would you recommend our community to a friend? ☐ Yes ☐ No

Comments/Suggestions _____

Feel free to use the back of this form for further comments. Thank you for your assistance! Please return the form to the Management Office.

Promoting Your Cooperative

NEW NEIGHBOR MOVE IN QUESTIONNAIRE

Community Name

Resident's Name

Move In Date

Address

Thank you for choosing our community to call home! We are at your service and are here to assist you in any way we can. Please take a few minutes to evaluate your first impressions. Welcome Home!

Have you received prompt, courteous and professional service from our

Leasing Staff?	☐ Yes	☐ Okay	☐ No
Management Staff?	☐ Yes	☐ Okay	☐ No
Maintenance Representatives?	☐ Yes	☐ Okay	☐ No

Comments/Suggestions

Was your apartment properly prepared for your arrival? ☐ Yes

☐ Okay ☐ No Comments/Suggestions

How did you hear about our community?

Promoting Your Cooperative

What was the MOST significant reason for choosing our community?

Convenience to:

☐ Work ☐ Shopping ☐ Schools ☐ Public Transportation

☐ Sense of Community ☐ Other

Home: ☐ Size ☐ Layout ☐ Features ☐ Price ☐ Other

Thank you for your assistance! Please return this form to the Management Office.

Promoting Your Cooperative

SATISFACTION SURVEY

We need your help! Please help us improve our community by completing the following survey. Just hand it in on the first when you pay your rent. You DO NOT need to include your name. Thank you!

Outside Factors

How satisfied are you with the following?- Please circle one.

Management Staff

super satisfied satisfied neutral dissatisfied Leasing

Staff

super satisfied satisfied neutral dissatisfied Maintenance

Personnel

super satisfied satisfied neutral dissatisfied Housekeeping

Staff

super satisfied satisfied neutral dissatisfied Location

Recreational Facilities

super satisfied satisfied neutral dissatisfied Neighbors

Inside Factors

How satisfied are you with the following? Please circle one.

Rental Value

super satisfied satisfied neutral dissatisfied

Layout of the Unit

super satisfied satisfied neutral dissatisfied

Promoting Your Cooperative

Storage Space

super satisfied satisfied neutral dissatisfied

Laundry Facilities

super satisfied satisfied neutral dissatisfied

Appliances

super satisfied satisfied neutral dissatisfied

Maintenance

Have your maintenance requests been handled to your satisfaction ?

super satisfied satisfied neutral dissatisfied

What do you consider an adequate response time for non-emergency maintenance service?

Within 24 hours Within 48 hours Within 72 hours Within a week

How long do you usually wait before reporting a non-emergency problem?

I call the same day I notice it

Usually a few days

More than a week

Sometime more than a month

Maintenance (cont.)

How can we make the process easier for you so the problems are reported more quickly?

Promoting Your Cooperative

General Information

Many of our residents refer friends to our community. Would you?

Yes Maybe No If no, how come? _____

Do you plan to stay with us for awhile?

one year two years hopefully more than two

What do you like most about our community?

What do you like least about our community?

What additional services would you like us to provide?

If you could improve one thing, what would it be?

Promoting Your Cooperative

Overall your satisfaction is...

Very satisfied

Somewhat satisfied

Neutral

Somewhat dissatisfied Very dissatisfied

Comments or suggestions

Optional Information

Name _____

Phone Number _____

Address _____

Thank you so much for your help! Please return this survey to the office.