



# 7 **Deadly** Sins of Marketing

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iLS *network* & *407apartments.com*





# September 17, 2015



# Introductions

- Name & Role
- Property & Management Company
- Top Source for Marketing Inspiration
- Why This Class?

# What to Expect Today

- Very Interactive
- Lots of Stories
- Brutally Honest
- Hopefully Thought Provoking



# Goals

1.

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2.

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3.

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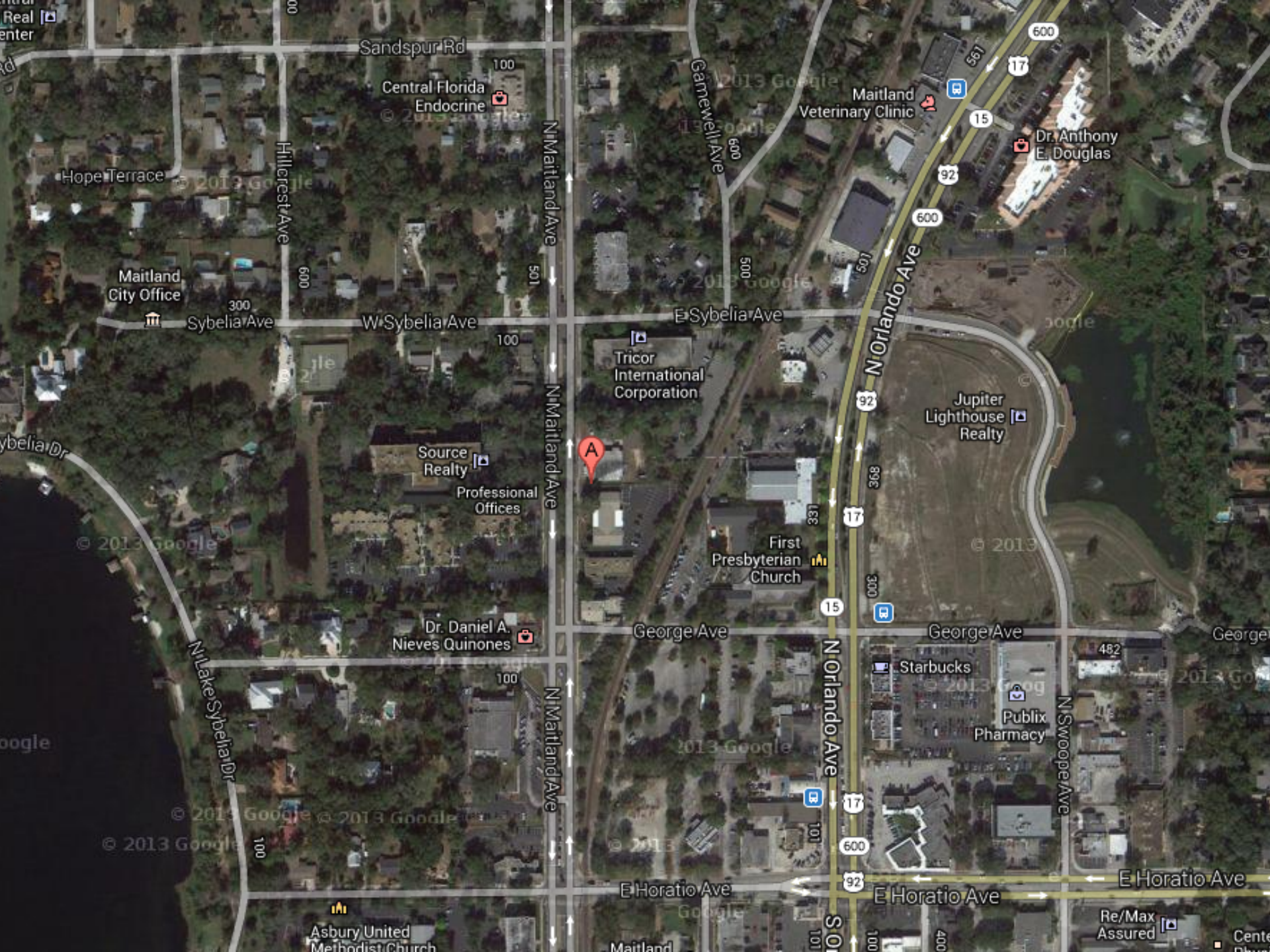


AAGO  
Apartment Association  
of Greater Orlando

3  
4  
0

AAGO  
Apartment Association  
of Greater Orlando





Sandspur Rd

Central Florida Endocrine

Maitland Veterinary Clinic

Dr. Anthony E. Douglas

Maitland City Office

Tricor International Corporation

Source Realty

Professional Offices

First Presbyterian Church

Dr. Daniel A. Nieves Quinones

Starbucks

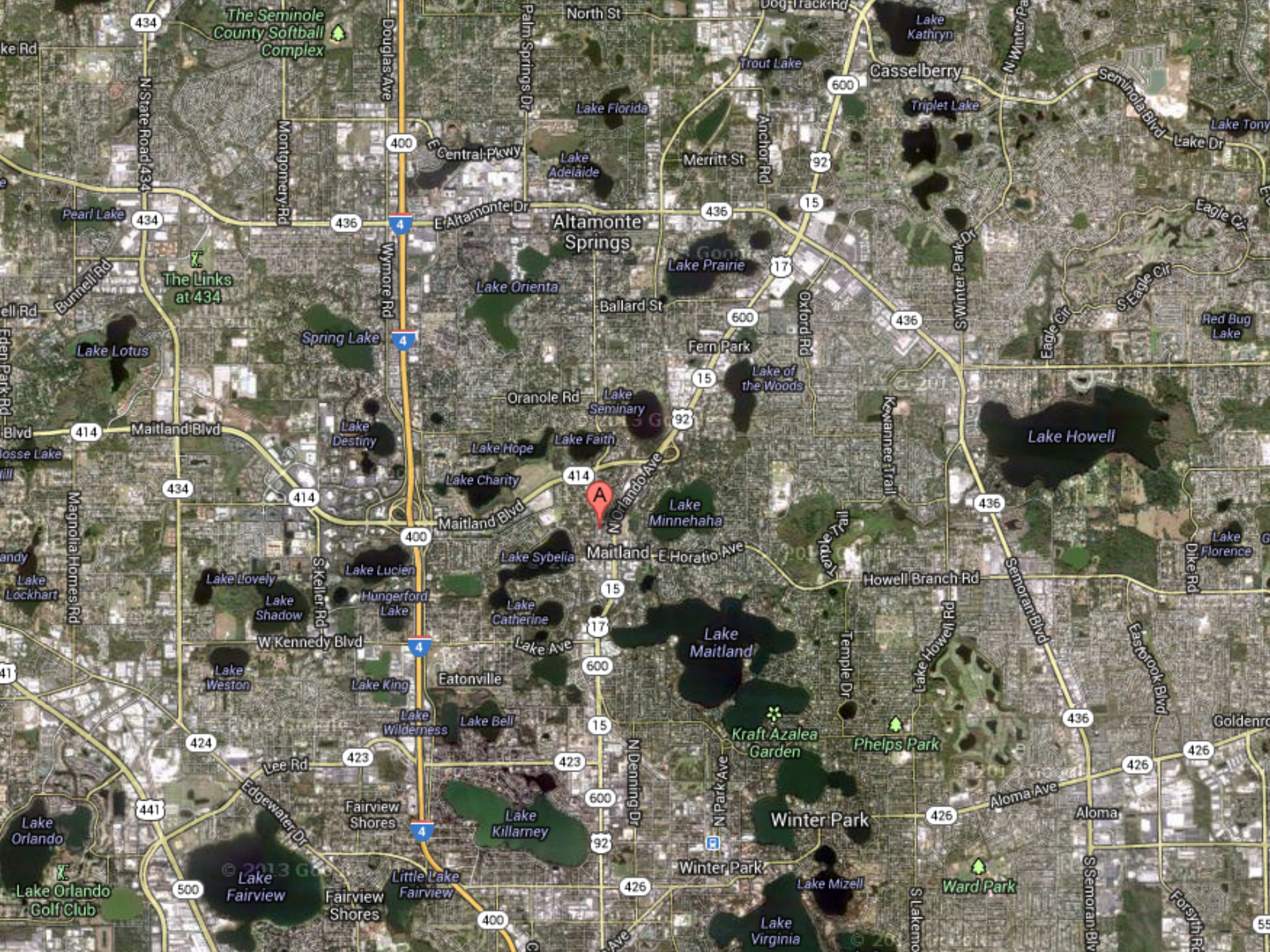
Publix Pharmacy

Asbury United Methodist Church

Re/Max Assured









# 7 Deadly Sins of Marketing

1. We forget why we're here in the first place.
2. We stop marketing at 100%.
3. We rely on flawed information.
4. We do things because "everyone else is doing it."
5. We have no methodology to our sales
6. We rely on incomplete or flawed systems.
7. We don't Inspect what we Expect

# The Golden Rule of Marketing





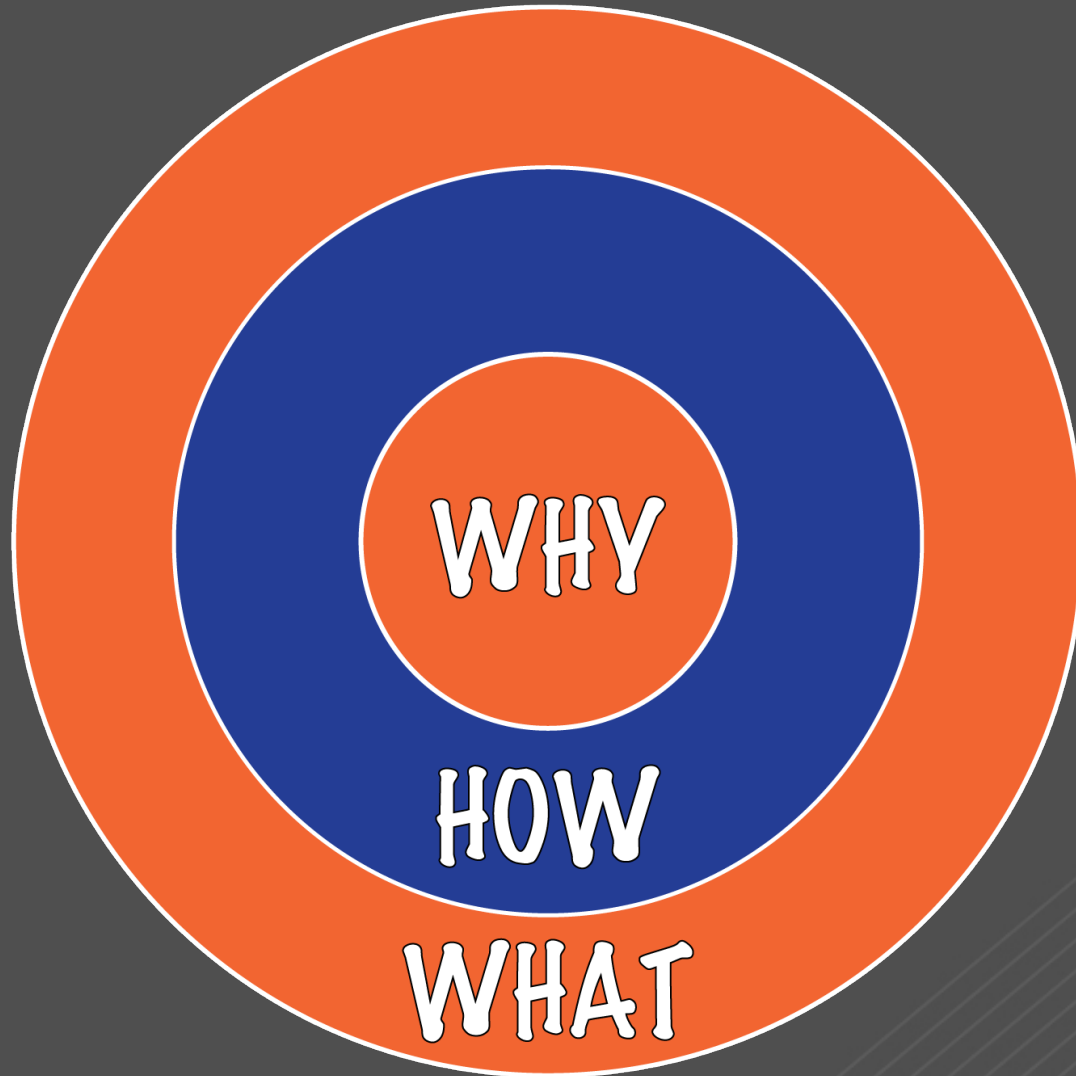
# 1

**We forget why we're here in the  
first place.**











# 1

**We forget why we're here in the first place.**



2

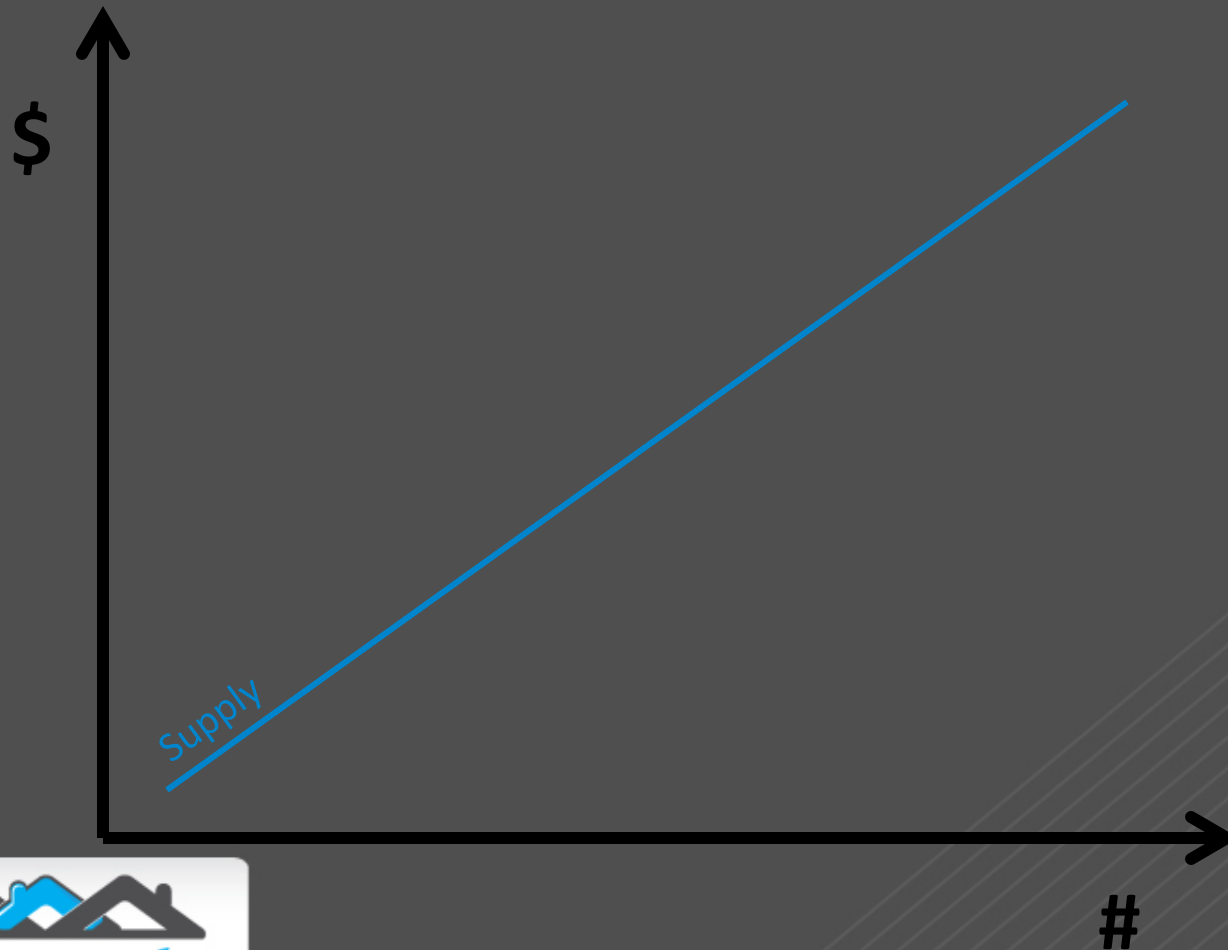
**We stop marketing when  
we're at 100%.**



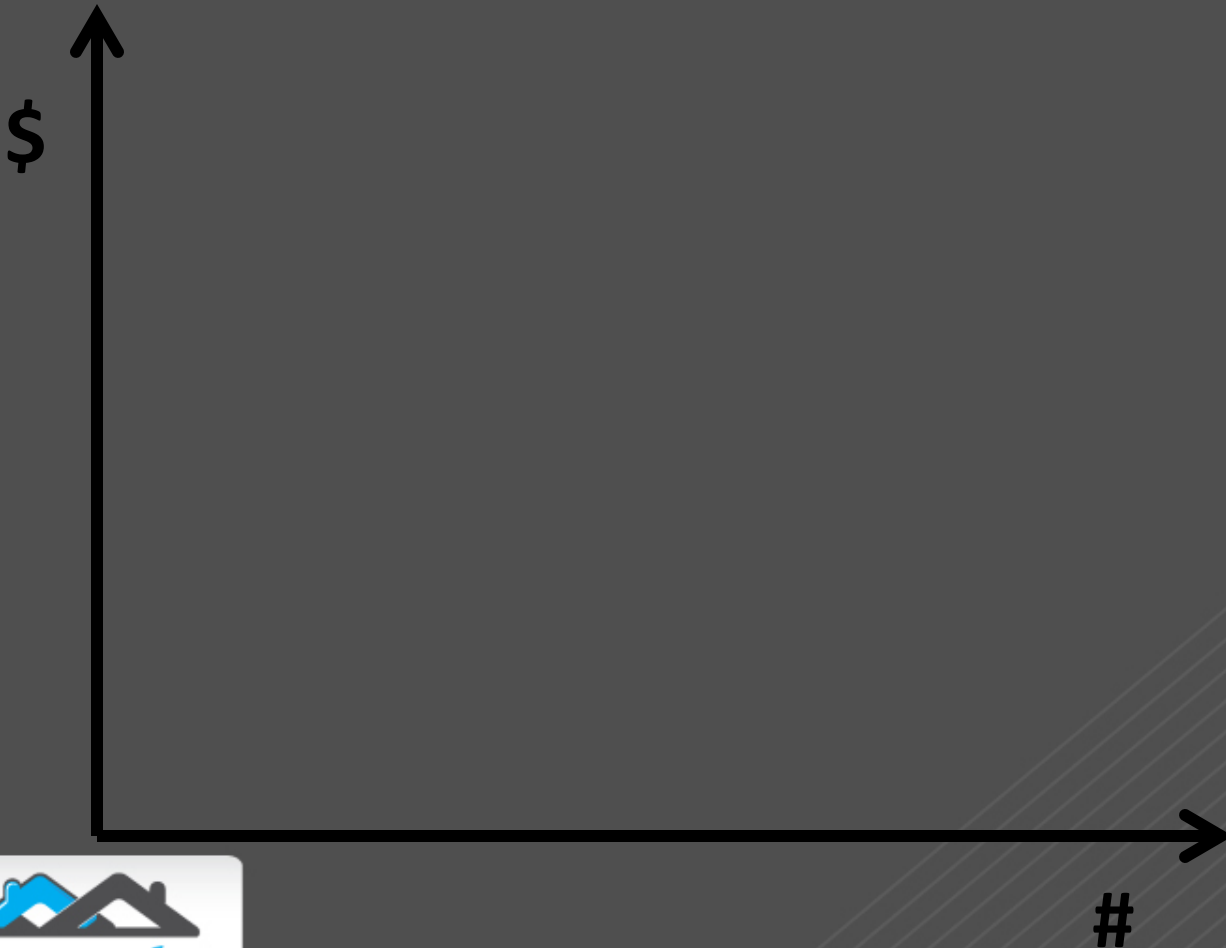
# Law of Supply



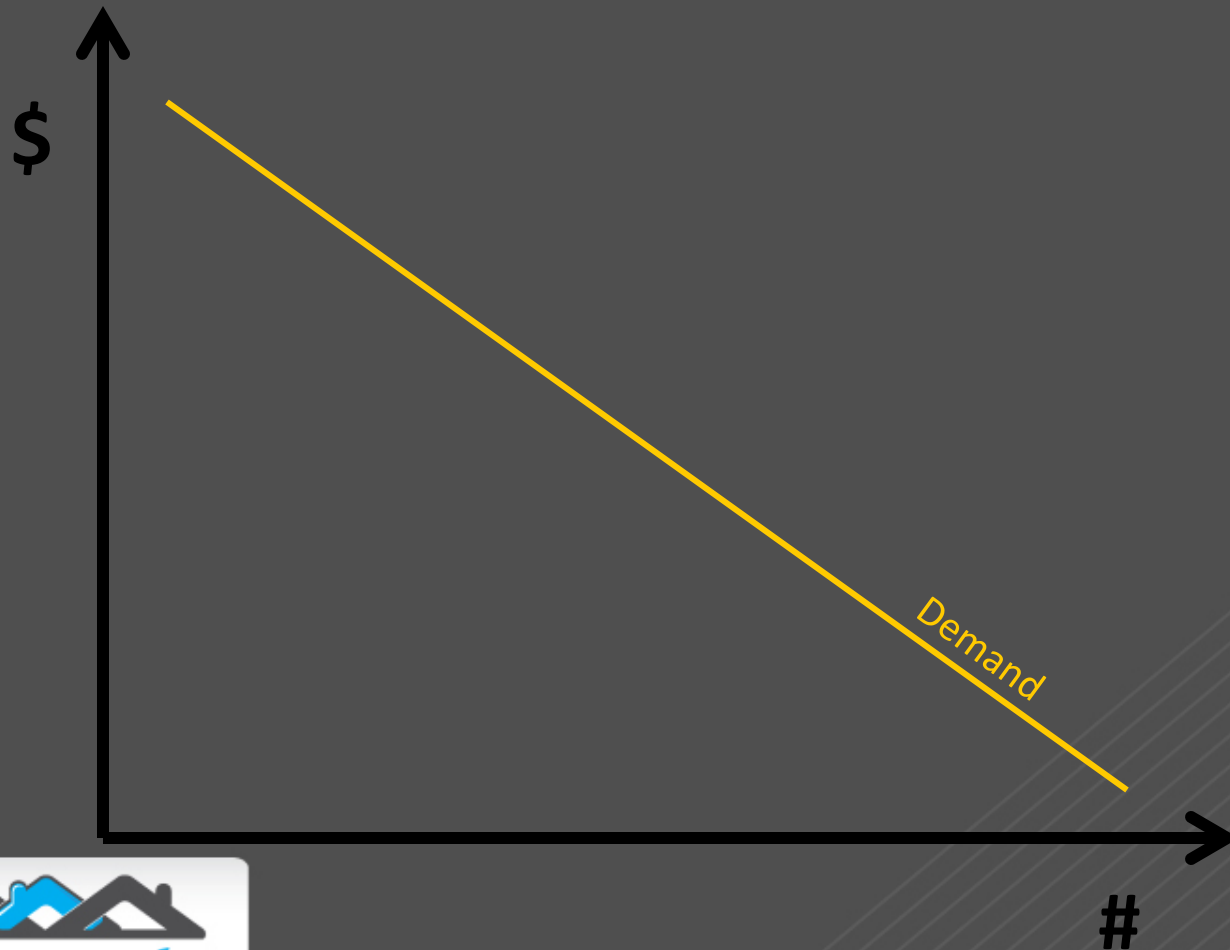
# Law of Supply



# Law of Demand

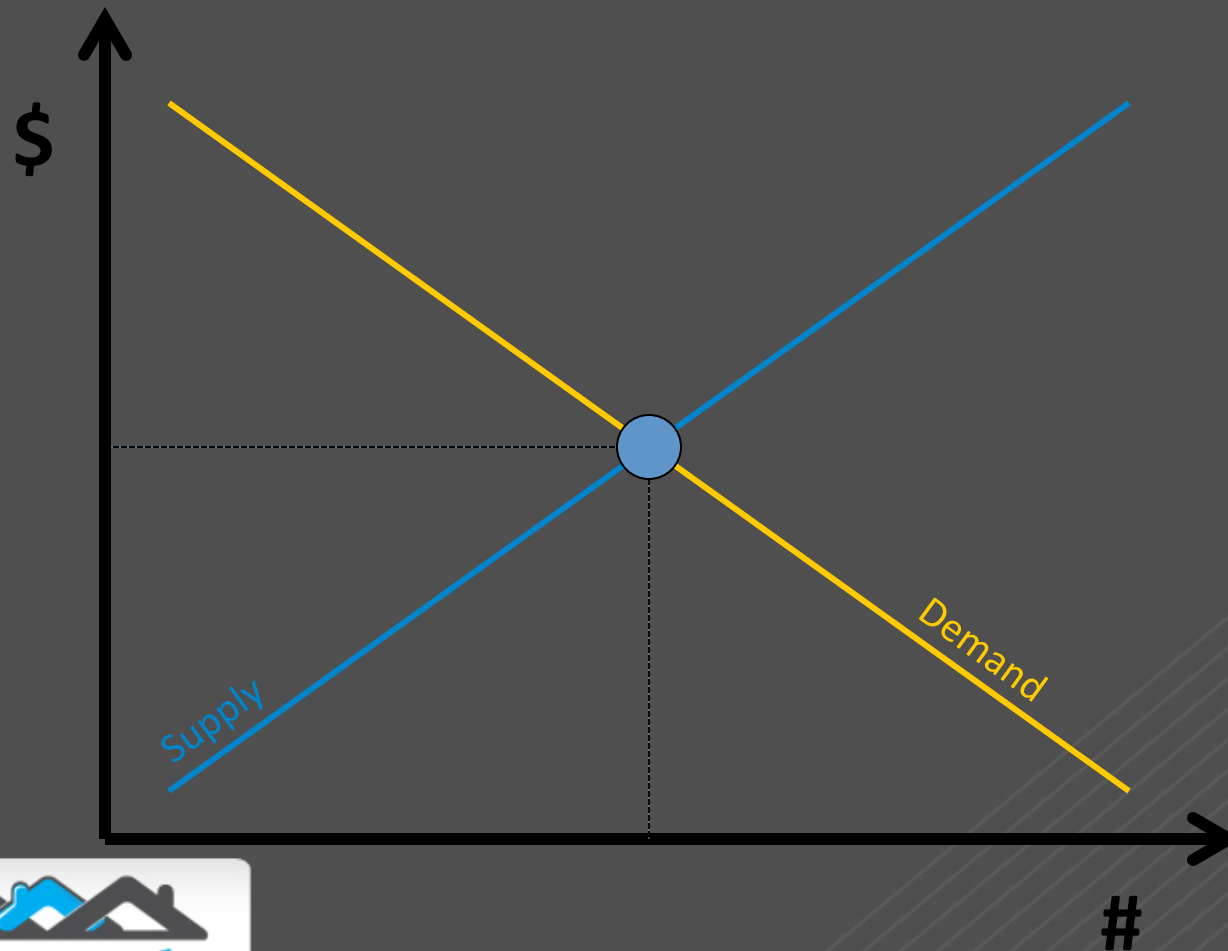


# Law of Demand

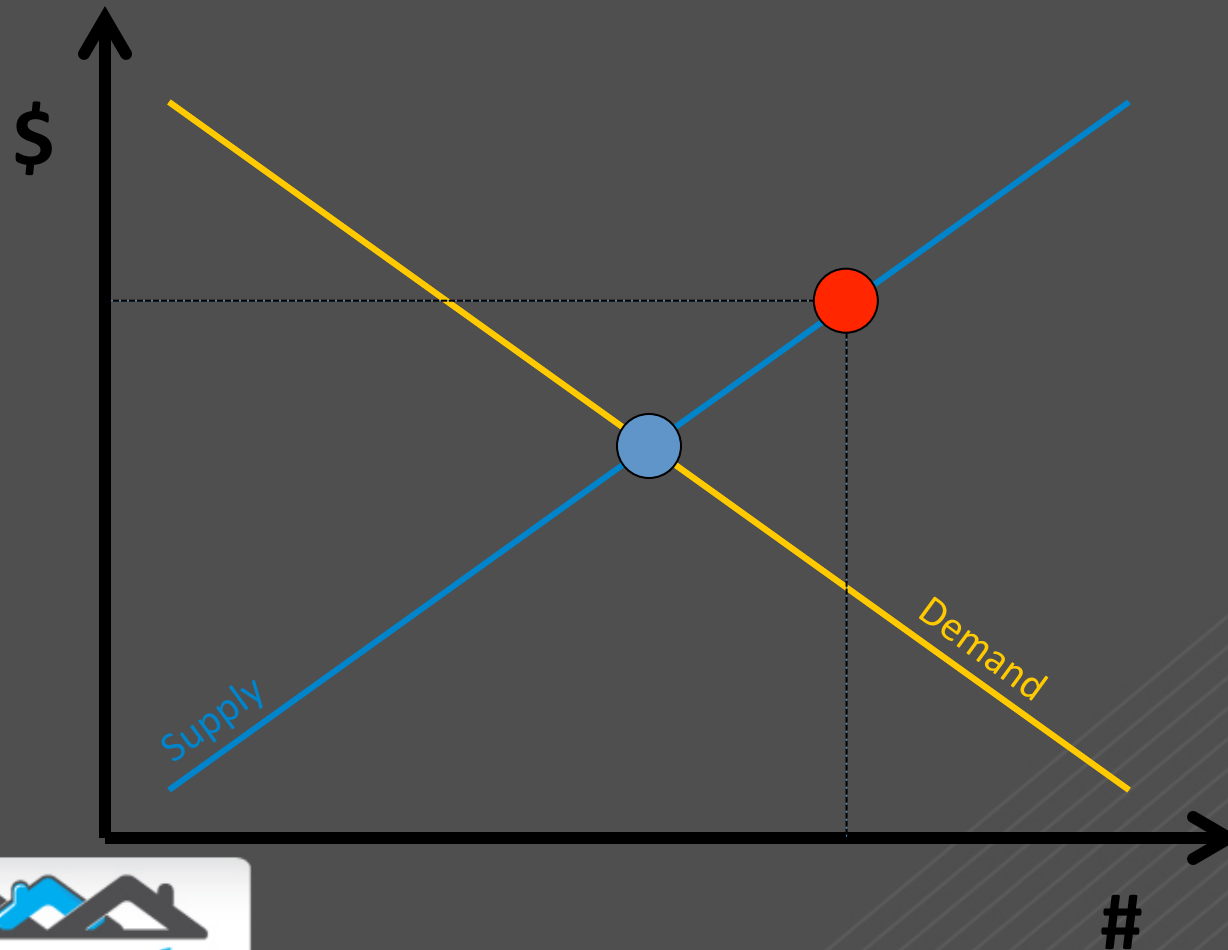




# Intersection Determines Price



# Increased demand





2

**We stop marketing when  
we're at 100%.**



3

**We rely on flawed information.**

# Two Types of Flawed Information

1. Tactical

2. Strategic

# Tactical Information



# Welcome To Our Community



Name(s): \_\_\_\_\_

Present Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Drivers Lic. No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Employer: \_\_\_\_\_ Position: \_\_\_\_\_

Size of Apartment Desired/ How Many Bedrooms?  1  2  3  4

Date Apartment is Needed: \_\_\_\_\_ Number of Occupants: \_\_\_\_\_

Pets?  No  Yes: Kind: \_\_\_\_\_ Size: (pounds) \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

*How did you hear about us?*

Internet \_\_\_\_\_

Newspaper \_\_\_\_\_

Referred By Resident \_\_\_\_\_

Referred By Other \_\_\_\_\_

Apartment Guide Magazine \_\_\_\_\_

Drove by \_\_\_\_\_

Sign \_\_\_\_\_

Brochure / Flyer \_\_\_\_\_

Yellow Pages \_\_\_\_\_

Other (explain) \_\_\_\_\_



EQUAL HOUSING OPPORTUNITY

# Strategic Information





# SWOT Analysis

- Strengths
- Weaknesses
  
- Opportunities
- Threats

# SWOT

## Strengths

- What advantages do we have?
- What do we do well?
- What resources do we have access to?
- What do our residents see as our strengths?

## Weaknesses

- What could be better?
- What do we do badly?
- What should we avoid?
- Can any of our strengths be turned into opportunities?

## Opportunities

- What obstacles do we face?
- What is our competition doing?
- Are the required specifications for our products or services changing?
- Is changing technology threatening our market position?
- Could any of our weaknesses seriously threaten our business?

## Threats

- What are the opportunities facing us?
- What are the interesting trends in our industry?
- What are the interesting trends in our geographic area?
- Can we identify specific opportunities that will open up if any of our weaknesses are eliminated?



3

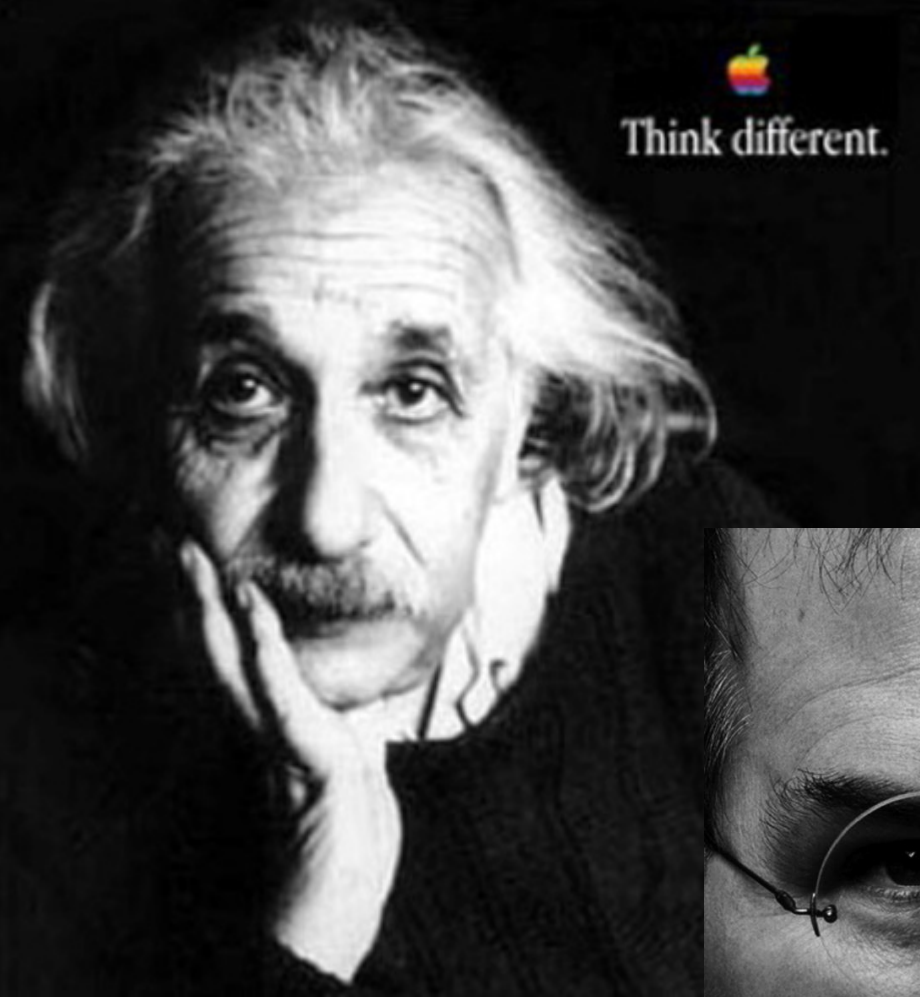
**We rely on flawed information.**



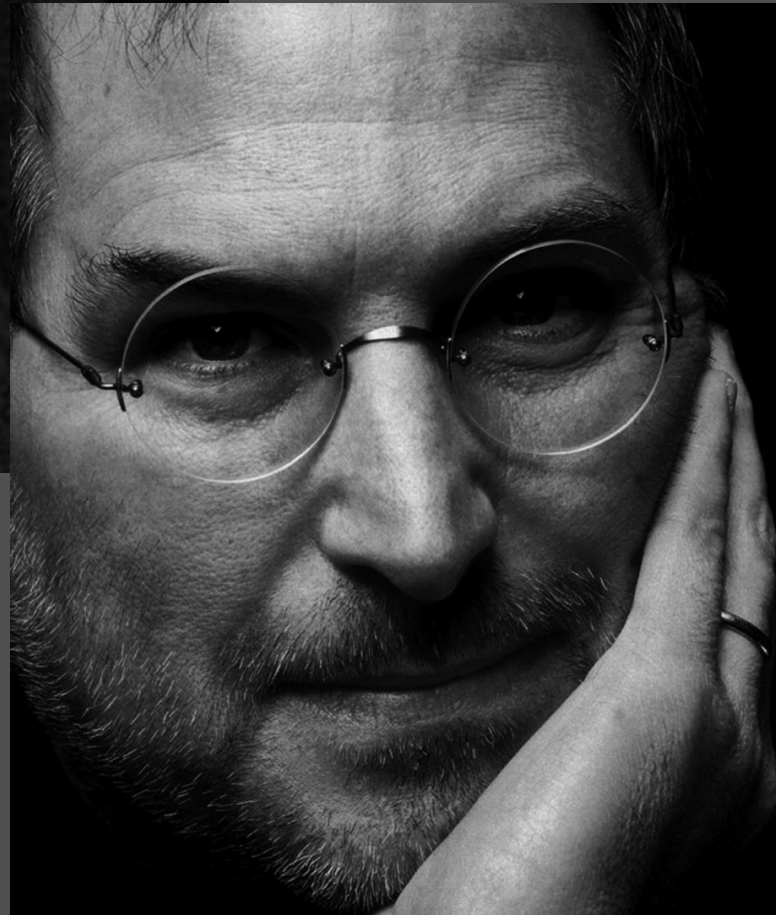
# 4

**We do things because:  
“Everyone else is doing it.”**





Think different.



Think  Different



# 4

**We do things because:  
“Everyone else is doing it.”**



# 5

**We have no methodology  
to our sales**



# Features & Benefits

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# 5

**We have no methodology  
to our sales**



# 6

**We rely on incomplete  
or flawed systems.**



# Leads

## What's your system?

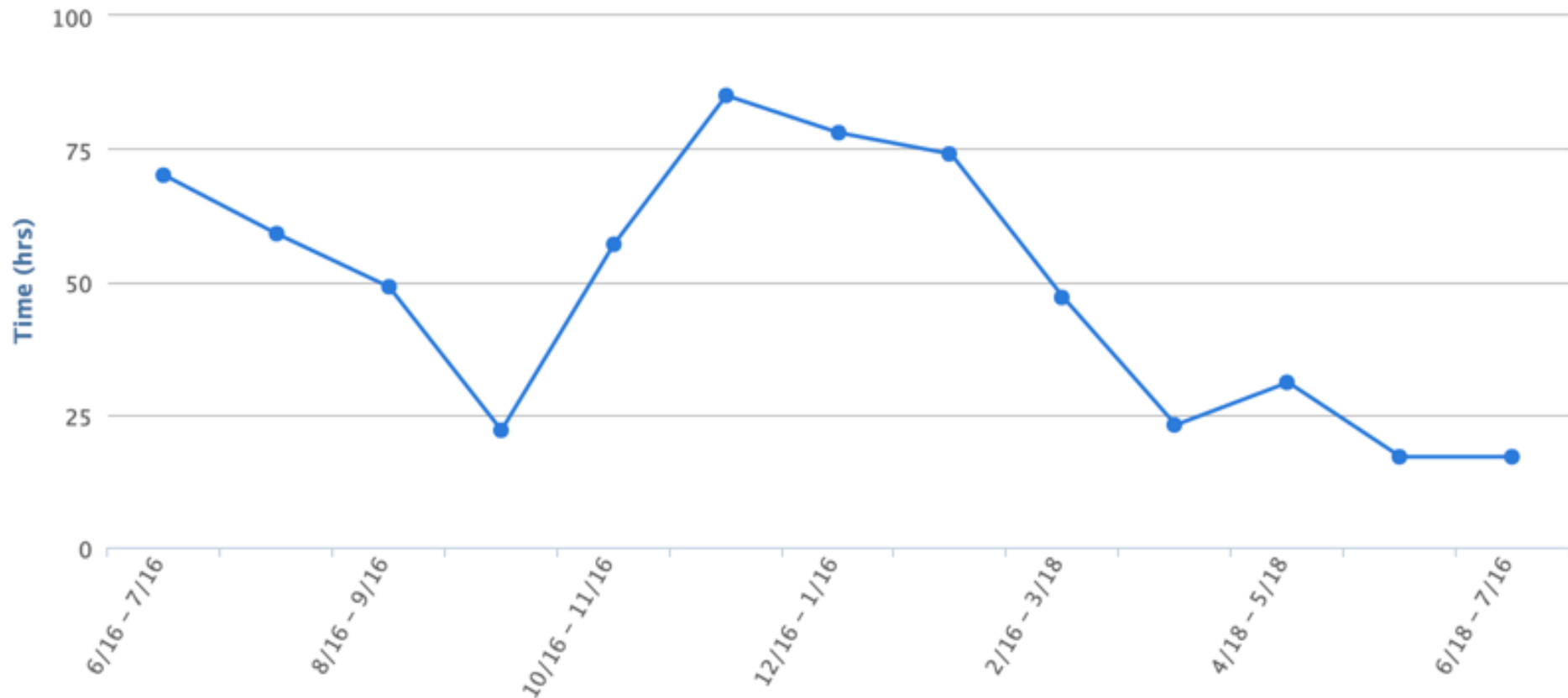


# Tuesday, July 14, 2015

- 5 Contact Attempts
- 2 Successful Conversations
- 1 Response in less than an hour



# Average Lead Retrieval Time



# What can we do to make our systems better?





# 6

**We rely on incomplete  
or flawed systems.**



7

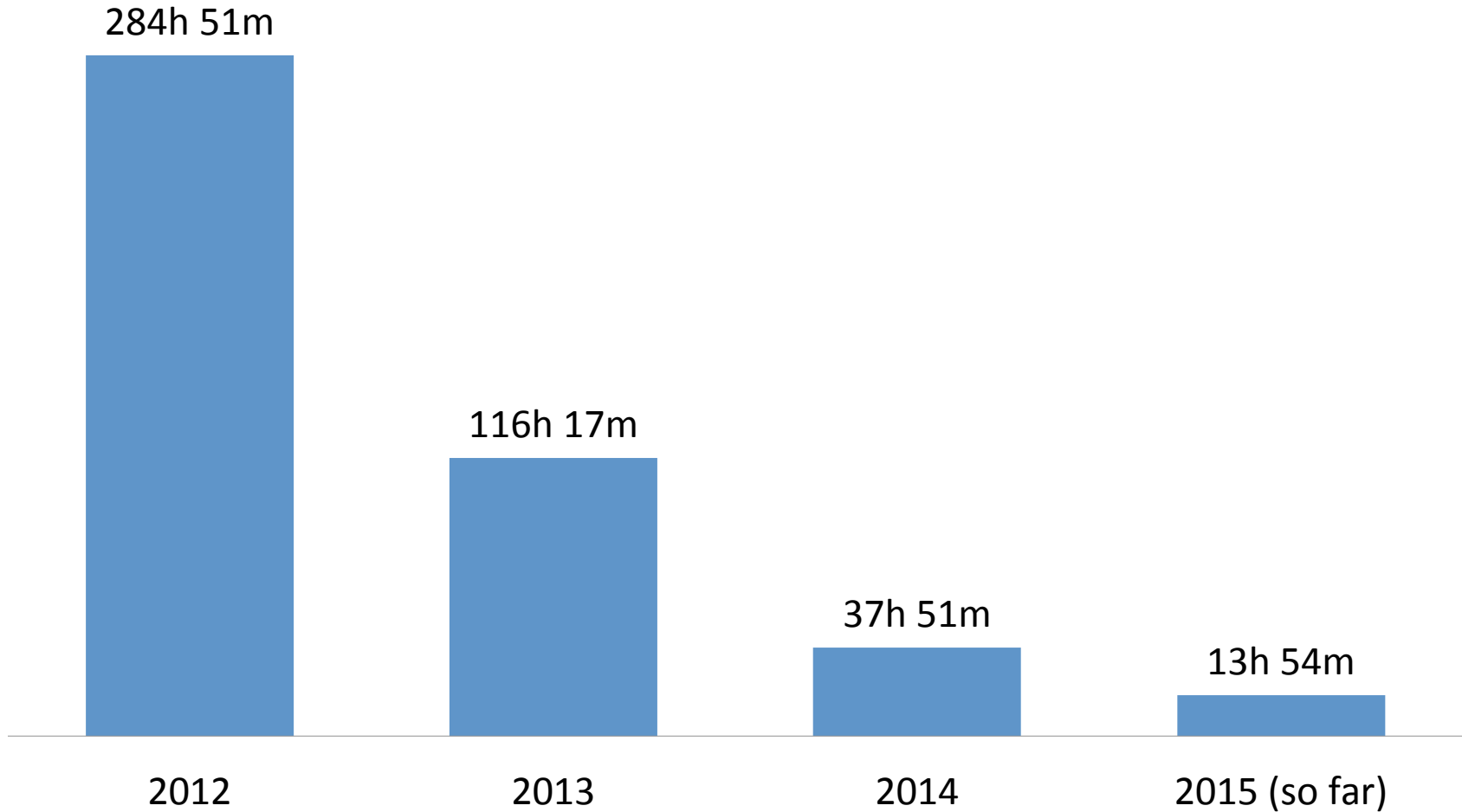


iLS *network*





# Average Amount of Time a Prospect Waited





# 7

**“We don’t Inspect  
what we Expect.”**

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# The Golden Rule of Marketing



# Goals

1.

\_\_\_\_\_

2.

\_\_\_\_\_

3.

**How did we do?**

\_\_\_\_\_

# Thank You!

- Evaluations
- PowerPoint available at: [www.407apartments.com/aago](http://www.407apartments.com/aago)