

**Attracting & Retaining Residents Is Easy...
Just Give Them Everything They Ask For.**



**The only live concierge-based
MARKETING AND LOYALTY PROGRAM
designed for the multi-housing industry**





“TAC has given Argenta a competitive edge in the Bay Area market.”

Greg Spezzano, Manager
Argenta, San Francisco, CA

Property Marketing and Loyalty with a Very Personal Touch

In today's highly competitive market, set your community apart with The Apartment Concierge — the ultimate property marketing and loyalty tool. TAC provides you with a high-impact, branded program that helps sign and keep residents by giving them a powerful incentive: access to a phone-based, live VIP concierge and information service 24 hours a day, seven days a week.

Offering our award-winning, white-glove concierge service with the lease of each unit helps attract and close potential residents. It also builds resident loyalty and increases satisfaction because it's branded with your property name. It constantly adds value by promoting your community in a very personal way.

Why You Need The Apartment Concierge:

- Sets you apart from other properties
- Promotes your property with every call
- Attracts prospects to your property
- Builds loyalty so more residents renew leases
- Generates more referrals

TAC offers a 6-foot banner stand and other on-site materials to help promote the concierge service.



Your Name. Your Residents. Our Service.

According to Apartments.com, the second most significant reason residents move to another community is they want more amenities. So give your residents the PERFECT amenity. Give them access to anything they need, anytime they want, from anywhere — with one simple call.

When residents call day or night, one of our talented and friendly personal assistants greets them by name, followed by a customized opening message with your property name. After getting help with any request or phone-based task they can possibly imagine, residents hear your property name again with your tag line or slogan. We do all the work, while you receive all the credit, loyalty — and leases.



*“Hello Ms. Jones.
Thank you for calling
{PROPERTY NAME}
Personal Concierge.
This is Amanda. How
may I assist you?”*

Residents Help Promote Your Property

The TAC service has such an impact on residents’ lives — and it is such a “COOL” service to use and show off — that they’ll tell others about it *and* your property. Plus, in a recent study, 88% of the people who use our service said they call on speakerphone.

That means they expose the service — and your property name — to friends, family, business associates, and even strangers (aka potential residents). It’s a terrific social marketing tool that generates referrals.



How The Concierge Service Works

1



Property employee activates residents or issues a visitor 30-day demo service from the customized TAC Control Panel on the web.

2



After receiving a “Welcome” message, residents and visitors receive personalized 24/7 concierge service under YOUR property name.

3



Recipients can contact their concierge by calling a toll-free number, submitting a request online, or sending an email/text.

Featured in *UNITS* Magazine



Contact us for a digital copy of the article.



RESIDENT BENEFITS

“TAC is very personalized and our [residents] don’t want to give that up.”

**Greg Spezzano, Manager
Argenta, San Francisco, CA**

Personal Attention = Resident Retention

An old adage says “life is what happens while you’re busy making other plans.” TAC’s personalized concierge service helps your residents make — and fulfill — those plans so they have more time to enjoy life. It’s a powerful incentive that gives them a compelling reason to rent from you and renew when their leases end.

The TAC program is successful because it focuses on a *human-centric* approach to marketing. By helping your residents simplify their lives, you foster a deeper, more meaningful connection which helps achieve a long-lasting loyalty to your property.

Why Residents Will Love It:

- Answers questions on *any* topic
- Performs *any* phone-based task
- Available 24 hours a day, 7 days a week
- Personalized so residents are greeted by name
- Accessible anywhere by cell phone, text or email
- Includes a free VIP Assist downloadable app
- Acclimates new residents to your area
- Service available in English, Spanish or French



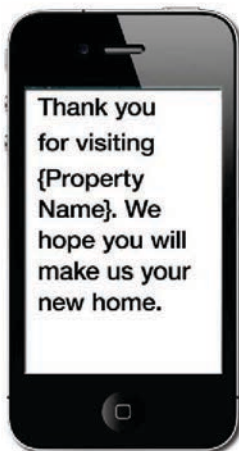
Smarter Than Smartphones – And Safer!

For people on the go, the TAC service is much more convenient than using their smartphones to search. Our team of assistants are professionally trained and utilize multiple sources, including subscription-only databases, so they can access hard-to-find information, perform complicated tasks and solve problems quickly and efficiently.

In fact, with our concierge service, any phone is a “smart” phone. One simple 60-second phone call to the concierge service can get more done than 60 minutes of searching on a smartphone or even using voice-recognition apps. Plus, with hands-free technology, it’s safer while driving.



Give Visitors A Reason To Lease



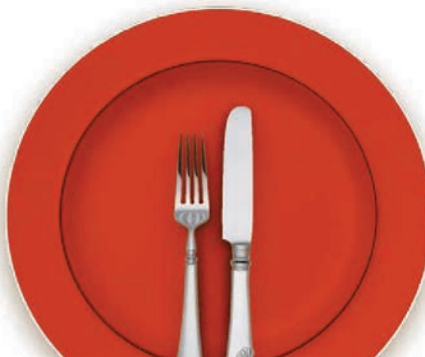
On average, renters look at five different properties before making a decision. So give your first-time visitors a reason to choose your community by making an irresistible, lasting first impression. Provide them with a complimentary 30-day* concierge demo service just for touring your community.

They’ll hear your property name every time they use it. Plus, you can send customizable, promotional text messages during the demo period. It’s a very persuasive direct marketing tool that brings them back to rent.

*Demo service lasts 30 minutes or 30 days (whichever comes first).

\$25 COMPLIMENTARY
DINING CERTIFICATE

Visitor and resident activation comes with a \$25 restaurant.com gift certificate.



Popular Requests

These are just a few examples of the countless services our team of assistants can provide:

Directory Assistance

•

Driving Directions

•

Traffic Conditions

•

Dining Suggestions

•

Dining Reservations

•

Weather Forecasts

•

City Guide

•

Movie Times/Reviews

•

Product Reviews

•

Price Comparisons

•

Travel Arrangements

•

Event Tickets

•

News/Sports Info

•

General Trivia

•

Emergency Assistance

Anything
Anytime
Anywhere™

Promoting Your Concierge Service is Easy

Besides offering a world-class concierge service, we also help you promote it. Everything you need to announce the service to visitors and residents is in the TAC Start-up Kit.

It includes a Banner Stand, table-top Stand Ups, Resident Brochures and a Resident Web Portal — all featuring your property name.

You can also use the TAC service to enhance your current marketing plan. Add “Includes your own 24/7 VIP personal concierge service” to all your advertisements, websites, emails, billboards, listings, social media and other promotional efforts. The marketing opportunities are limitless.

Resident Brochures

Explains the benefit and includes registration form.



6-Foot Banner Stand



8.5" x 11" Stand Ups



Custom Resident Web Portal

- Allows residents to...
- Register online
 - View community events
 - Submit requests
 - Learn about the service



Issuing the Service is Even Easier

The Apartment Concierge provides a secure, customized web-based TAC Control Panel designed for you and your staff. Once logged on, the user-friendly interface lets you activate the concierge service for visitors and residents within seconds. After they are registered, recipients simply call the toll-free number provided in their “Welcome” text and/or email to use the service (and hear your property name) for Anything, Anytime, Anywhere™.



You can also use the web portal to:

- Change concierge phone greeting and closing
- View TAC concierge issuance
- Add employee access
- Access to *Comm*² Community Communications
- Manage online community event calendar

Communicate with Your Community Quickly & Easily

BONUS benefit included with the concierge program:
Constant communication is a key factor in making residents feel like part of your community. But how do you keep in touch? Are you still printing leaflets and taping them to your residents' doors? Are you pinning notices on a bulletin board by the pool or mailboxes?

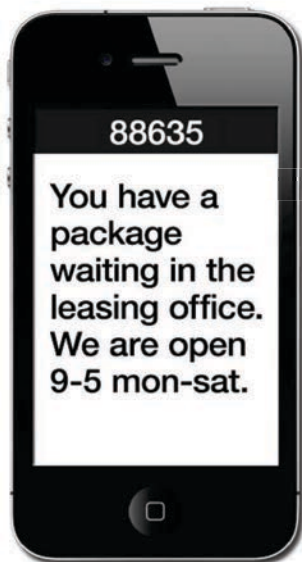


Use our exclusive *Comm²* Community Communication messaging program instead. It's simpler, cheaper and far more effective. And it's included at no extra cost. *Comm²* lets you send unlimited email and text messages to one or all of your residents and prospects easily.

All emails are sent via our simple-to-use interface with your custom header and property logo attached. You and your staff can even use *Comm²* to send internal communications.



Comm² reduces paper waste.



Reminder: Your lease will end in 1 month. Renew to keep using concierge service.

Want your friends to live closer? Refer them to our property and receive a credit towards rent!

We are hosting a pool party this Saturday. Bring your swimsuit and meet the neighbors!

Emergency vehicles will be on property today to go over safety tips at the leasing office.

Freeze warning tonight and tomorrow. Open cabinets and drip faucets.

Property Marketing and Loyalty with a Personal Touch

The Apartment Concierge offers the only live concierge-based marketing and loyalty program designed for the multi-housing industry. For almost a decade, our 24/7 live, phone-based, VIP concierge and information service has helped every type of property attract and retain residents in a compelling and personal way.

Why Properties Need Our Service:

- Sets them apart from other properties
- Promotes properties with every call
 - Attracts prospective renters
- Builds loyalty so more residents renew leases
 - Generates more referrals

Why Residents Love It:

- Appealing to all demographics
- Performs any phone-based task
- Available globally 24 hours a day, 7 days a week
- It's personalized so residents are greeted by name
- Accessible anywhere by cell phone, text or email
- Service available in English, Spanish or French



Try The Service Yourself

Contact us and we'll let you try the concierge service yourself for 30 days. You'll discover how much you – and your residents – will love it.

Call us toll-free right now at
877-896-1411
to learn how we can help you.



www.tacvip.com