

your **marketing connection** for



Multi-Family Housing



› strategy › design › web › digital › social media › print › promo



who we are helps who you become

Offering over 20 years of marketing solutions for the multi-family housing industry, our specialties include strategy, design, website development, digital marketing, social media & reputation management, printing, and promotional products. We can support your existing marketing team or be your marketing department.

AG Marketing Solutions develops an individualized strategy for you by using a simple approach: We ask questions, listen to your goals, and then generate a unique plan.

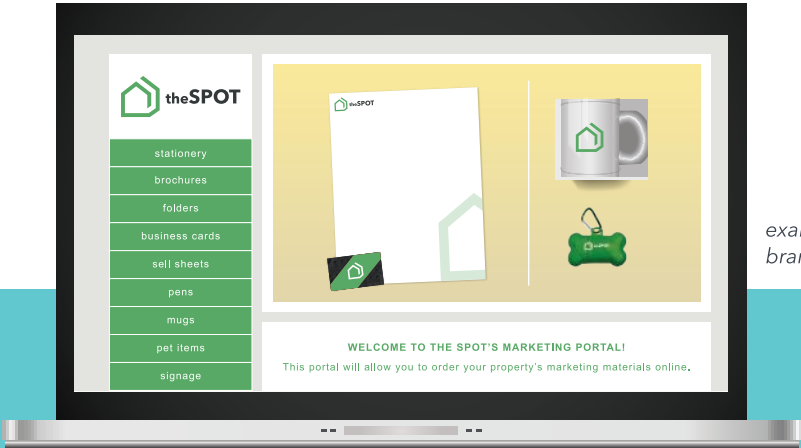
This collaborative process begins with our working partnership with you. Once the most effective strategy is determined, AG Marketing Solutions has the unparalleled ability to execute the plan. The hassle of using multiple sources is eliminated while also building a strong partnership for future growth.



brand... we'll maintain it!

Your brand is established, your brand is unique, your brand is you. We understand the importance of how multi-family residents and prospects experience your brand and are here to help maintain or enhance its integrity.

We take time to review or develop brand standards and marketing collateral as well as any other aspect that attributes to your story.



example of an online branded store

through our experience, we've developed the solutions below to help in brand image management:



Branded Company Stores



Custom Design Templates



Control Processes with Regional/Upper Management Approval



Cost Savings through Bulk Ordering, Warehouse Storage, Fulfillment & Shipping Services



2D & 3D custom floor plans... to attract more residents

Everyone wants to visualize themselves within their future home. Providing detailed floor plans allows prospects to get a feel of the space and it's potential. With a variety of styles to choose

from, your floor plans can be as unique as your community. They can be created from scratch, blueprints, or current designs, and are developed for both web and print applications.



2D black & white or 2D full color

Clean, simple & to the point, 2D floor plans provide a clear visual of the apartments within your community. Adding room dimensions and color provide additional value to prospects.



2D textured

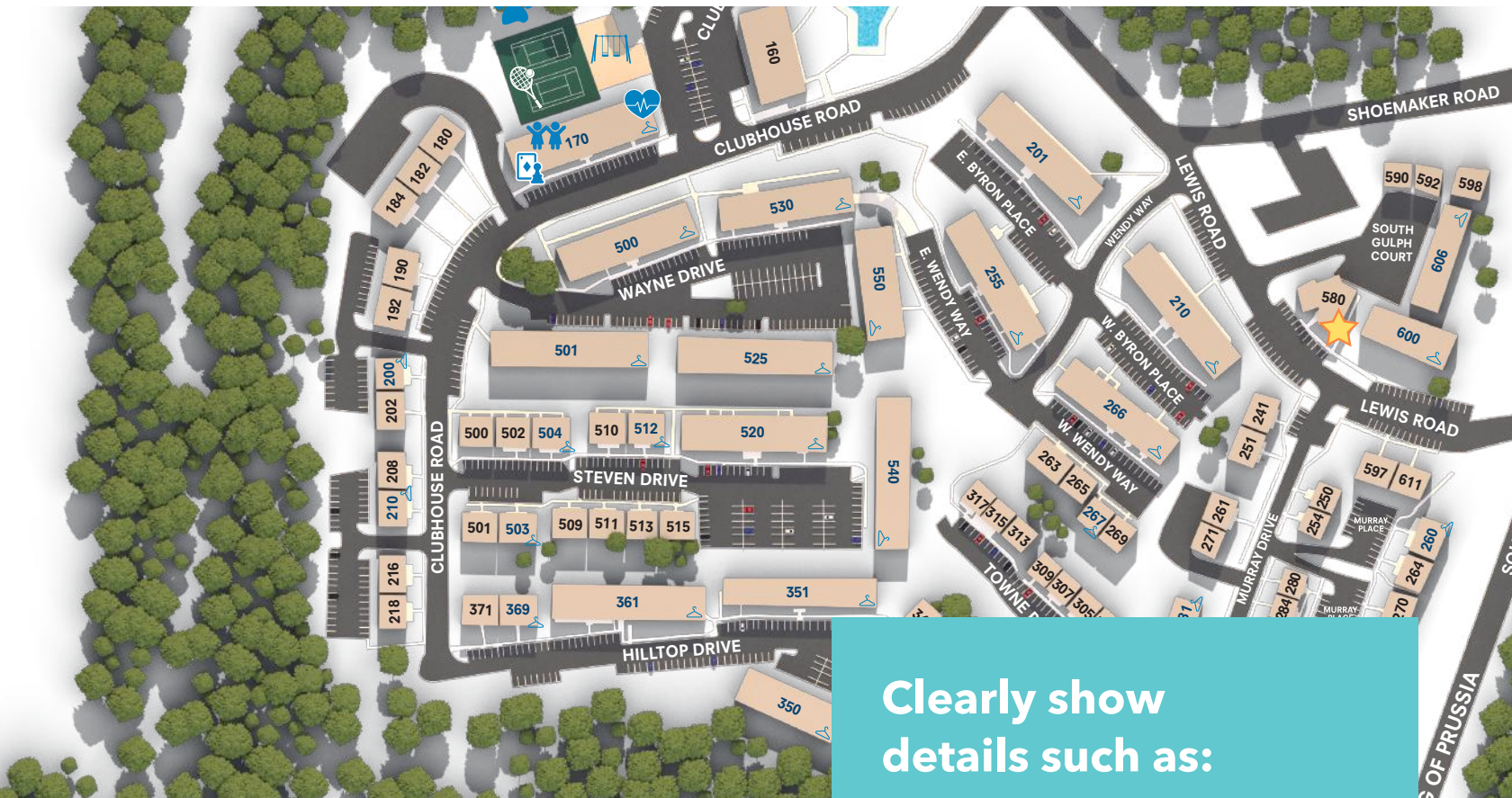
Showcase the details of your floor plan by adding in custom textures. Visuals of furniture, appliances, walls, countertops, and flooring provides prospects a detailed layout.



3D full color or 3D fly-in

Equivalent to exploring the floor plan in person, 3D provides greater detail with complete renderings of furniture, textures and decor. For more interactivity online, we offer a 3D fly-in option that allows users to "fly-in" to individual rooms for a POV (point-of-view) perspective.

2D & 3D community maps... **bring your community to life**



Providing your residents a visual of the community allows them to better acquaint themselves with all of its amenities. Our creative team will gather visuals of your site and design a custom map incorporating aspects of your branding throughout.



Clearly show details such as:

- Landscaping & Foliage
- Street Names
- Parking Spots
- Outdoor Fitness Area & Swimming Pool
- Playground & Dog Park
- Clubhouse & Leasing Center
- Community Entrances & Exits
- Trash/Recycling Receptacles
- Mailboxes
- Unit Numbers
- Tennis & Basketball Courts
- Electric Car Charging Stations & Carports
- Laundry Facilities

photography, video & matterport tours... **with a focus on experience**

Captivate your audience with stunning visuals taken by professional photographers and videographers. Providing alluring imagery allows prospects to envision themselves living in your community.



day / night

Available at all times of the day, we have the equipment and technique to capture your community in the perfect light.

staging / talent

The perfect scene is easy to obtain with direction from one of our creative professionals. Add some lifestyle to your footage with the use of actors & models.

retouching

All images are adjusted to show vibrant colors, enhanced lawns, and blue skies.

matterports / drone footage

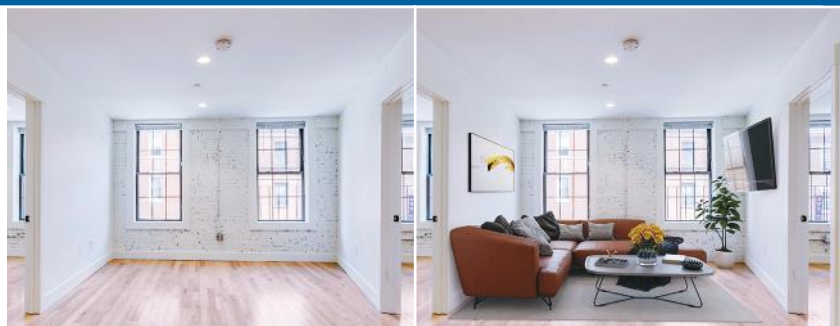
Provide a unique perspective that gives prospects an overall view of the floor plan, community, amenities and surrounding area.

virtual staging... transform ordinary to extraordinary

Digitally furnish and enhance any apartment with only a photograph. Our furniture is highly customizable and our skilled designers can adapt the style to match any type of decor.

furniture

Contemporary, modern & rustic are just some of the furnishings that can bring your room to life.



remodel

Show future renovations to prospects and current residents with updates to flooring, walls, ceilings, exteriors and more.



refresh

Replace existing furnishings, decor and color schemes with a new look and feel.



imagine

Show future projects and expansions in fully detailed renderings.





new acquisition...
we've got this!

Growth is a great experience and having a strong partner available to assist makes it an even better experience. Our team will work with you to create a look and feel for the new community. We have put together resources to streamline the acquisition process:



a brief overview of our multi-family community essentials

- Startup Marketing Budget
- Logo Creation
- Graphic Standards & Imagery
- Photography / Videography
- Design or Enhancement of Floor Plans & Community Maps
- Creation of Stationery Sets
- Floor Plan & Community Map Wall Displays
- Business Cards
- Brochures
- Forms
- Guest Cards
- Folders
- Grand Opening / Under New Management Signage
- Doormats
- Flags (*Community, US, State*)
- Promotional Products (*Resident Gifts, Prospect Gifts*)
- Plaques & Awards
- Custom Apparel & Uniforms
- Resident ID Cards
- Pool Passes & Bands
- Maintenance Door Hangers
- Name Badges



For the complete **multi-family community essentials checklist**, scan:



curb appeal... make the most out of your appearance!

Does your community have specials? A pool? Is it pet friendly? Your community is your stage! Tell your story through various forms of outdoor marketing. Adding curb appeal to any community can help increase brand awareness as well as highlight amenities.

- Bandit / Yard Signs
- Community Signage
- Banners
- Clock Signs
- Flags
- Pole Banners
- Teardrop Signs
- Brochure Boxes
- Doormats
- Balloons
- Window Graphics
- Vehicle Decals

TOUR OUR RENOVATED APARTMENTS TODAY!

outreach... from prospects to residents!

Establishing an effective marketing strategy complemented with consistent messaging, collateral and giveaways help represent and promote your community.

- Direct Mail
- Ad Design
- Flyers
- Brochures
- Postcards
- Rack Cards
- Door Hangers
- Folders
- Stickers
- Custom Apparel
- Prospect Giveaways
- Move-In Gifts
- Resident Appreciation Gifts
- Pet Friendly Gifts



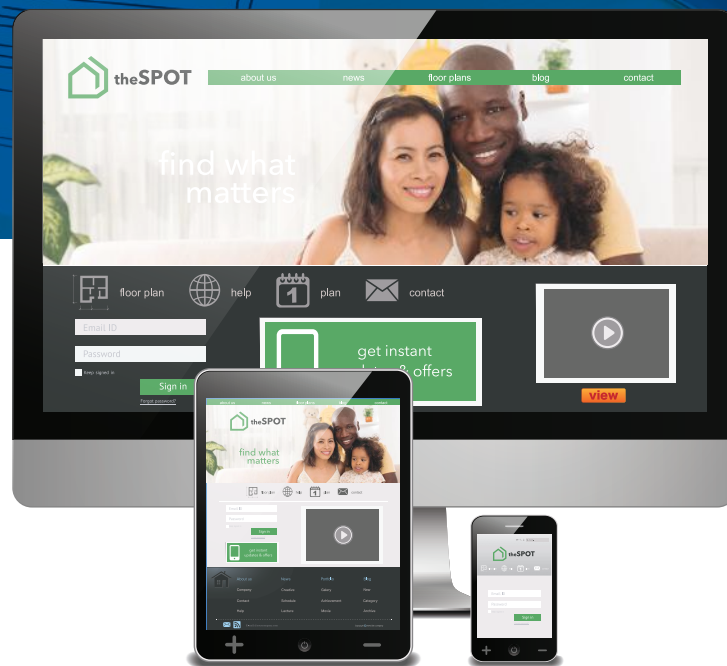
scan here to view
more promo items



custom website design... **solutions that engage!**

user experience driven designs that enable flexibility with a focus on results...

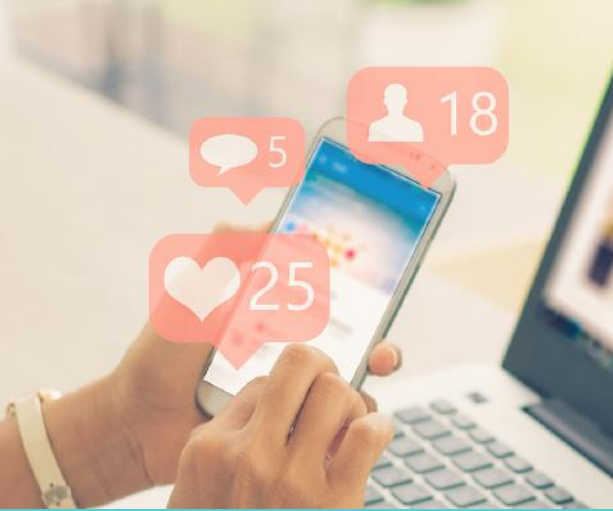
- Custom Responsive Design
- Organic SEO Content Development
- ADA Compliance
- Focus Groups
- 3rd Party Integrations (i.e. Yardi RENTCafé, Resident Portals, RealPage, NTN, Online Rent Payment, Live Chat, Share Widgets, Google Maps, etc.)
- Blog
- 3D Fly-In Floor Plans
- Flip Book E-Brochures
- Web to Print Brochures
- Hosting & Email
- Secure CMS (Content Management System) with permission-based access
- Analytics, User Behavior, Lead Source Analysis & Custom Reporting
- Monthly Maintenance Support for Website and / or Other Industry Systems (i.e. Yardi RENTCafé)



corporate intranets

Intranet development for improved corporate communications, reduction of paper work, increased security, improved efficiency and cost savings.

- Human Resources
- Resident Feedback System
- Community Photo Directory
- Community Logo Directory
- Document Storage & Search Solution
- Branded Marketing Portal
- Preferred Employer Lead Portal



make your brand an online experience!

social media... more than just likes!

Connect and promote your brand on a more personal level. Creating a social media strategy to fit your specific needs including review, implementation, suggestions or ongoing maintenance.

social media standardization

- Update, Enhance & Create Accounts/Profiles
- Promote Brand Consistency
- DIY Guides & Training

social media management

- Research and Develop Unique Posts
- Promote within Local Community
- Like, Follow & Share Posts, Pages and Events

reputation management

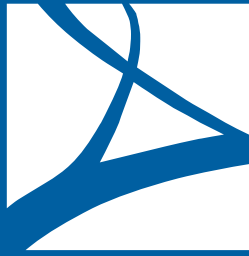
- Maintain Accurate Information Across Platforms
- Monitor Feedback
- Engage With Customers



digital marketing... advertise online

Promote your community online by determining effective strategies, appropriate channels, and budget to help you stay ahead of your competition and increase leads.

- Google Ads
- Display Ads
- Facebook & Instagram Campaigns
- Mobile & In-App Campaigns
- Remarketing
- Geo-Targeting
- Texting Campaigns
- Online Review Management
- Email Marketing
 - Proactively Communicate & Engage With Customers
 - Sell Your Services & Promote Offers



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scan



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