ROOM FOR DEBATE

Marketing Pros Discuss the Apartment of the Future

Debate Referee: Judy Bellack, Multifamily Consultant
The 2015 Debate Team

Sara Graham
Director of Marketing, The Dolben Company

Peggy Hale,
Vice President of Marketing & Training, Morgan Properties

Michael Manfred
Director of Marketing, Forest City Enterprises

Conor McManus
Senior Director, Marketing, West Division
Greystar Real Estate Partners, LLC

#nmhcOPTECH @apartmentwire
Ground Rules for the Debate

• Each team has 5 minutes to make their case
• The views expressed by the panelists are not necessarily the view of their respective companies. In fact, they may not even be the views of the panelists, because we asked them to play devil’s advocate in some cases
• No snarky comments
• Attack the argument, not the debater
• Do not use ad hominems
• No cussing
• No spitting
• No punching or other physical contact
Package delivery has become a hot issue!

According to Kingsley survey results,

- 72% of residents surveyed are “very interested” or “interested” in a “Package delivery room/holding area

- 87% of apartment communities report average weekly package volume ranging from 50 to 200 packages, or over 18 packages per FTE

- During the holiday season, the average package volumes are expected to double or triple
Question #1

Which is the better solution for managing resident packages:
package tracking software or package lockers?

Package tracking software: Conor and Mike
Package lockers: Peggy and Sara
Lockers Make “a lot” of Sense...right
Audience Poll Question #1

Owners and Managers Only:
How do you currently handle resident packages?

1. We accept packages at the management office and do not use package tracking software.
2. We accept packages at the management office and use package tracking software.
3. Packages are delivered to a package locker system.
4. We do not accept packages at the management office.
The prevalence of pets...

According to respondents:

- 33% are pet owners
- Dog owners outnumber cat owners by more than 2 to 1
- The number one pet-related amenity or perk is a community dog park
Everyone Loves Pets...right
Question #2

Are pet amenities really critical to marketing our communities?

Yes: Peggy and Sara
No: Conor and Mike
Audience Poll Question #2

Owners and Managers Only: Are you building pet amenities to attract pet owners?

1. Yes
2. No
Millennials – more, less, or right on target?

• Share of renter household growth by age is projected to be the strongest (2013-2023) in the 75+ age group, followed closely by the 65 – 74 and 25 - 34 age groups

• In absolute numbers, however, the 15 – 24 and 25 -34 age groups will make up 40% of all apartment renters

• While only 1 in 5 renters in 2023 will be 65 or older, this group will make up 60% of the increase in apartment renters
Question #3

Are we spending too much time focusing on what the millennial generation wants?

No: Conor and Mike
Yes: Peggy and Sara
ASSumption... Older People Don’t Embrace the New

It's not 1989. The excuse "I'm not good with computers" is no longer acceptable.
Audience Poll Question #3

Is the apartment industry disproportionately focused on the millennial generation?

1. Yes
2. No
Lightning Round!

If you were the head of marketing, which of the “4Ps” would you control to impact a struggling community?

1. Price? Mike
2. Product? Sara
3. Promotion? Peggy
4. People? Conor
Audience Poll Question #4

If you were the head of marketing, which of the “4Ps” would you control to impact a struggling community? (choose one)

1. Price
2. Product
3. Promotion
4. People
Final Audience Poll Question

WHO WON THE DEBATE?!

1. Women
2. Men