Marketing Strategies and Living Up to Generation Z’s Expectations

Jack Biehunko  
Director, Client Services  
Greystar Student Living

Laura Shaikh  
Director, Client Services  
Standing Dog Interactive

James Whitley  
Vice President and COO  
Landmark Properties, Inc.

Scott Wilson  
Account Executive  
Jonah Systems

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Who is Generation Z?

• “Generation Z” has been defined as a generation who has difficulty remembering a time when internet technology was not readily available and in their hands.

• The birth years for Gen Z can be defined from 1996 to the present, and the most impactful historical memory that separates them from Millennial’s is September 11th, 2001. Those born from 1996 onward have difficulty remembering this moment in history.

• Social media has always existed for this generation and changed the norm for social interaction
How does Generation Z use social media differently?
What has changed for website development to cater to Generation Z?
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College is about an experience, so enjoy the best one possible.

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Roommate Match-ups!

The Find a Roommate tool provides an effective roommate matching solution to make it easier for you to find your roommates. The tool features a five-point questionnaire that allows the student to provide a rating (on a scale of 1-5) for key trait characteristics such as age, race, religion, and lifestyle preferences. Additionally, the tool offers a 10-point questionnaire that allows the student to rate their interest levels in roommates based on similar lifestyle and needs. To get the match-up process started, simply rate your selections, then send them to the community.

Check all prospective roommates you feel would be a good fit for you, and send them to us so we can get you matched up!

<table>
<thead>
<tr>
<th>Roommate Name</th>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Religion</th>
<th>Lifestyle</th>
<th>Matching</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashley L.</td>
<td>F</td>
<td>18</td>
<td>White</td>
<td>Christian</td>
<td>Traditional</td>
<td>F, M</td>
<td>Single</td>
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<tr>
<td>Henry K.</td>
<td>M</td>
<td>19</td>
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<td>F, M</td>
<td>Single</td>
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<tr>
<td>Jane D.</td>
<td>F, A</td>
<td>20</td>
<td>Asian</td>
<td>Buddhist</td>
<td>Casual</td>
<td>F, M</td>
<td>Single</td>
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<tr>
<td>Samuel T.</td>
<td>M</td>
<td>21</td>
<td>White</td>
<td>Jewish</td>
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<td>F, M</td>
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</tr>
<tr>
<td>Emily L.</td>
<td>F</td>
<td>22</td>
<td>Black</td>
<td>Muslim</td>
<td>Casual</td>
<td>F, M</td>
<td>Single</td>
</tr>
</tbody>
</table>

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FREQUENTLY ASKED QUESTIONS

How can I view my student’s account for charges and payment history?

When are payments due? Why do I have late fees?

Why do I pay a full installment in August, but I move in on the 5th and then pay another full installment on September 10th? Shouldn’t August be pro-rated?

What payment options are available to make monthly installment payments?

Remember, monthly installments are due on the first of each month. Partial payments are not accepted and will be returned to the student’s account. Late fees will begin to accrue on the 10th business day past the 5th of the month, and not on the due date. Installments must be paid in full by the 10th of the month. If the 10th falls on a weekend or holiday, payments will be due on the next business day. Installments are pro-rated based on the date received. Late fees are subject to the election process. Additionally, fees are subject to any discount for early payment.

How will I pay my installment on August 15th if I move in on the 15th and then pay another full installment on September 10th? Shouldn’t August be pro-rated?

What payment options are available to make monthly installment payments?
What are the biggest marketing obstacles with Gen Z?
What are the biggest operations needs/demands from Generation Z?
How has customer service changed with Generation Z?
How has our budgeting changed to meet the needs of Generation Z?