

Chapter Outline

CHAPTER 4: Marketing

- I. Overview
- II. Marketing Principles
 - A. Know the Product
 - B. Use Present Customer Base
 - C. Civil Rights Compliance
 - D. Marketing Activities
 - 1. Advertising Campaign Strategies
 - 2. Promotional Efforts
 - 3. Personal Selling Activities
- III. Advertising Campaign Strategies
 - A. Type of Property
 - B. Supply and Demand
 - a. Low Vacancy Rates
 - b. High Vacancy Rates
 - C. Financial Resources
- IV. Advertising Methods
 - A. Signs
 - B. Newspaper Advertising
 - 1. Classified Ads
 - 2. Display Ads
 - C. Internet Sites
 - D. Periodicals and Other Publications
 - E. Radio
 - F. Television
 - G. Direct-Mail Advertising
 - H. Brochures
 - I. Flyers
 - J. Mixed Media
- V. Management Promotional Efforts
 - A. Community Involvement
 - B. Press Releases
- VI. Manager's Personal Selling Activities
 - A. Leasing with Broker Cooperation
 - B. Direct Selling Skills
 - C. Qualifying the Prospect
 - 1. Space
 - 2. Urgency

Property Management, 7th edition

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3. Motives
4. Decision-Makers
5. Creating Interest and Desire
6. Dealing with Objections
7. Negotiating and Closing
8. Leasing Agents
9. Rental Centers

VII. Economics of Marketing

- A. Tracking Costs and Effectiveness
- B. Using Software Management

VIII. Summary