

GAINING TRACTION FOR YOUR BRAND



Matthew Kilmurry

CEO, **Apartment Geofencing**



Creating a Love Brand: What Are The Challenges?

- Crowded kitchen
- Disparate budgets
- Executive buy-in
- Service delivery







Creating a Shared Vision



Start with 8 simple questions:

1. What are your core values?
2. What is your core focus?
3. What is your 10-year target?
4. What is your marketing strategy?
5. What does your 3-year picture look like?
6. What is your 1-year plan?
7. What are your quarterly rocks?
8. What issues stand in the way?



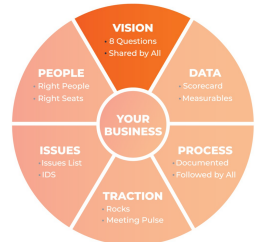


THE VISION/TRACTION ORGANIZER™

Organization Name: _____

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: Profit: Measurables:
10-YEAR TARGET™	<hr/> <hr/>	What does it look like? - - - - - - - - -
MARKETING STRATEGY	Target Market/The List™: 3 Uniques™: <ol style="list-style-type: none"> 1. 2. 3. Proven Process: Guarantee:	



VISION — Core Values



CORE VALUES



1. **Accountability:** Our focus on collective success requires us to work as a team across functions, platforms and physical distance.
2. **Authenticity:** Our authority and expertise is grounded in truth and honesty.
3. **Surprise and Delight:** We actively look for opportunities to deliver unexpected value and exceed expectations with everyone we work with.



Putting Core Values Into Action



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- **Culture committee** to review current state of core values and focus (what's working and what's not) plus ways to instill a world-class remote work culture
- **Budgets** for client success and sales team to surprise and delight clients
- **Awards** for people who embody values by focusing on one value each month
- Infused values into **recruitment process and performance reviews**



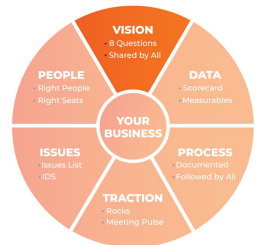
VISION — Core Values



CORE VALUES



1. **Concern** for the communities we touch
2. **Creativity** in everything we do
3. **Passion** in our approach to business
4. **Perfection** as a goal worth pursuing





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VISION — Core Focus



CORE FOCUS



PURPOSE / CAUSE / PASSION

We love the journey.

OUR NICHE

Location-based marketing and supplementary local marketing tactics



VISION — Core Focus



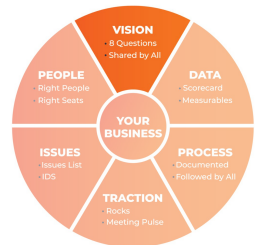
CORE FOCUS

PURPOSE / CAUSE / PASSION

To leave the world better than we found it by creating sanctuary for those that we serve.

OUR NICHE

A+ to B+ class multifamily properties in high-value US markets





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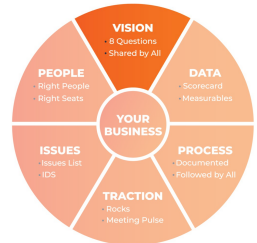
VISION — 10-Year Target



10-YEAR TARGET™



- 6,000 locations
- Marketing performance that clients rely on to achieve their goals
- World-class client service and remote work culture



VISION — 10-Year Target

10-YEAR TARGET™

A love brand as measured through resident retention and market/client surveys.



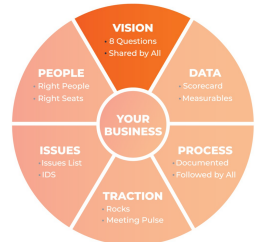


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VISION — 3-Year Picture



3-YEAR PICTURE™



Future Date: 12/2027

Measurables: 3,944 locations

What does it look like?

- 7/7 client surveys (service and campaign performance)
- 100 employees
- Full onboarding experience
- 30% revenue from new initiatives
- 25% more efficient (leverage AI to allow our humans to focus more on strategy and less on repetition)



VISION — 3-Year Picture



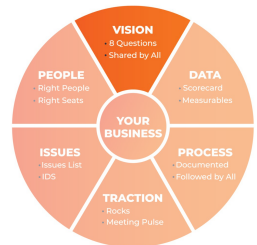
3-YEAR PICTURE™

Future Date: 5/2027

Measurables: 30% increase in sentiment score, organic website traffic, conversion rate

What does it look like?

- 20% improvement in resident/client brand loyalty
- Brand promise infused into website, content, ads
- Full buy-in from employees on brand attributes (measured through employee survey)
- Exceptional partner to work with
- Maintain highest-level of quality in marketing efforts



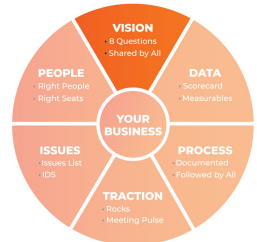


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VISION — Marketing Strategy

TARGET MARKET /
THE LIST™

3 UNIQUES™



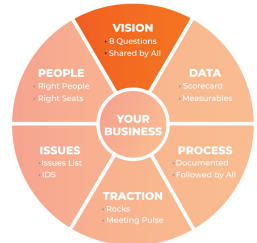
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Forward-thinking marketers at multifamily and hotel companies with 10+ locations

3 Uniques™:

1. Prospect and Customer Intelligence
2. Precise Targeting
3. Expert Optimization



VISION — Marketing Strategy



TARGET MARKET /
THE LIST™



The Bozzuto Customer Persona:

1. **Experientially Engaged:** Strive to live a life that is full of excitement, fun experiences, and exploration.
2. **Friendly & Social:** Love to connect with people and tend to be the leaders in their social circles.
3. **Achievement Oriented:** Strong desire for both personal and professional growth.
4. **High Standards:** Have an eye for quality with high expectations and take pride in having the information to make smart decisions.
5. **Balanced:** View all aspects of their life as important (work, family, friends, play, health) and work to create a nice blend of them all.
6. **Considerate:** Thoughtful in their decisions and how they engage in the world and expect the same from others.



VISION — Marketing Strategy



3 UNIQUES™



The Bozzuto Difference:

1. **Exceptional Resident Experience:** Consistently a top-ranked company nationally.
2. **Ownership Mindset:** We train management teams to foster an ownership mindset, driving property performance and success as if the asset were ours.
3. **Tailored & Trained Teams:** We pride ourselves on our number one asset: our people. Our teams are trained to deeply understand our residents and thus deliver a truly one-of-a-kind living experience.
4. **Leveraging Innovation** - Our high-touch tech stack creates operational efficiency and a seamless experience in our communities





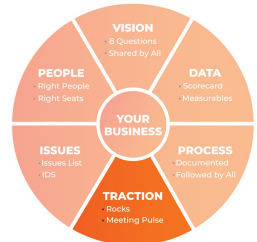


THE VISION/TRACTION ORGANIZER™

Organization Name: _____

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																
Future Date: Revenue: Profit: Measurables: Goals for the Year: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____	Future Date: Revenue: Profit: Measurables: <table border="1"> <thead> <tr> <th>Rocks for the Quarter:</th> <th>Who</th> </tr> </thead> <tbody> <tr><td>1. _____</td><td>_____</td></tr> <tr><td>2. _____</td><td>_____</td></tr> <tr><td>3. _____</td><td>_____</td></tr> <tr><td>4. _____</td><td>_____</td></tr> <tr><td>5. _____</td><td>_____</td></tr> <tr><td>6. _____</td><td>_____</td></tr> <tr><td>7. _____</td><td>_____</td></tr> </tbody> </table>	Rocks for the Quarter:	Who	1. _____	_____	2. _____	_____	3. _____	_____	4. _____	_____	5. _____	_____	6. _____	_____	7. _____	_____	1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ 9. _____ 10. _____ Prioritize - Identify - Discuss - Solve
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TRACTION — 1-Year Plan



1-YEAR PLAN



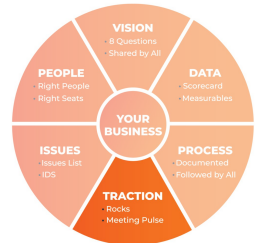
Future Date: July 2025

Measurables:

- 2,215 locations
- 56 FTES

Goals for the year:

- Develop and deploy a new brand to focus on new products/services for multifamily
- Add 1,300 new properties with a focus on Streaming TV Advertising and AI video
- Streamline client onboarding to improve efficiency by 30% and increase client satisfaction



TRACTION — 1-Year Plan



1-YEAR PLAN

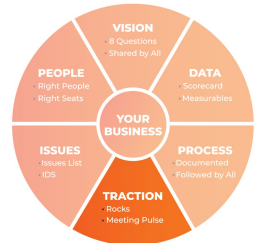
Future Date: July 2025

Measurables:

- 10% increase in sentiment score, organic website traffic, conversion rate

Goals for the year:

- Map the customer journey (understand pain points)
- Organize data (so we can report on progress)
- Clean data (so it's credible)
- Develop brand playbook





THE VISION/TRACTION ORGANIZER™

Organization Name: _____

TR A C T I O N

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What Are Rocks?



WATER

Unimportant distractions and redirections

SAND

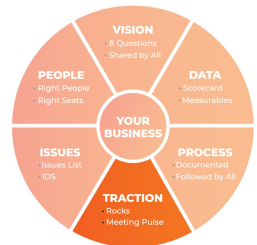
Minor daily tasks and to-dos

PEBBLES

Everyday roles and responsibilities

ROCKS

The most critical objectives of the quarter

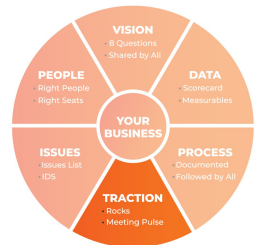


TRACTION — Quarterly Rocks



ROCKS

- Gather quotes from third-party partner to help map customer journey
- Research CDPs
- Assign team member as a new CRM specialist
- Develop brand standards (1st of 4 components to brand playbook: brand standards, wardrobe guidelines, first impressions, model apartment)





“Real. Simple.
Results.”



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