

2010 Atlanta Events Calendar

Our partner employers distribute information about our participating communities to their employees as part of their human resources benefits. We give them all the materials they need, such as posters, flyers, payroll inserts & membership cards, to inform their employees about this great benefit. Every month, we update our listings and distribute them by mail & email to our partners.

The relationships we build allow us to develop unique marketing opportunities. Some partners allow us to attend onsite events and distribute community information directly to employees.

This calendar will keep you updated* on how we are working hard, every month, to promote your community to the employees of our partners.

*Events, dates and times are subject to change without notice.

**We build and manage employer relationships for you.
Follow these easy steps to make sure you get the most from your membership.**

1. List your best discount.
2. Check email for leads from info@npep.com.
3. Listen for “*Call from National Preferred Employer Program*” when you answer the phone.
4. Look for our listings when potential residents visit your community.
5. Keep the listing we mail you monthly, handy to all leasing agents to quickly verify partner employers
6. Acknowledge & explain your discount and the benefits of the program.
7. Request the Free Welcome Gift we provide when a new lease is signed.
8. Honor your discount for all employees of our partners. Contact us at 1-877-629-6082 if an employee does not know about the program. We’ll work with the partner to better notify employees & ensure more leads for your community.

Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.

NPEP Tip of the Month

**Become a fan of our page on Facebook –
Atlanta Apartment Discounts!**

Marketing Idea of the Month

Have your staff come in a little early and provide individually wrapped honey buns and fruit juice for your residents as they leave for work that morning.

Get your local newspaper to provide free newspapers to hand out. You can set up at the entrance to your community or have the residents come into your office.

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Westin Buckhead 11am – 2pm 5 guest cards	26 W Atlanta Perimeter 11am – 1:30pm 2 guest cards/Sherat on Suites Galleria 11:30am – 2pm – 4 guest cards	27	28	29	30

2010

Regular Monthly Marketing

- Partner Employer newsletter emailed.
- Community listings mailed & emailed to partner employers.

NPEP Tip of the Month

Suggest employers!

Marketing Idea of the Month

Trash Pickup Day

Have everyone leave the trash at their front door and have your staff pick up and throw away.

February

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4 Cypress Care 11am- 2pm 0 guest cards	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

2010

Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.

NPEP Tip of the Month

Make employees of our partner employers feel special!

Marketing Idea of the Month

Sponsor a blood drive at your community. Not only will you be helping with the blood drive but your community will be advertised for free on the radio when they announce where the blood drive is being held.

March

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2010

Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- New flyer distributed to all partner employers.

NPEP Tip of the Month

Give us postings about your community for our fan page on Facebook – Atlanta Apartment Discounts!

Marketing Idea of the Month

Direct mail your competition. Order post cards with cute saying like – “*The grass is greener on the other side of the street!*” – For a community that is across the street from you.

April

Sun Mon Tue Wed Thu Fri Sat

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 Dixie Aerospace 11am-2pm 0 guest cards 16 17

18 19 20 21 22 23 24

25 26 27 28 29 Assurant 12pm-2pm 13 guest cards 30

2010

Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.

NPEP Tip of the Month

Reply promptly and persistently to leads!

Marketing Idea of the Month

Good Customer Service, this one of the best marketing tools. Be the one that says "Yes, we will" instead of "No, we won't".

May

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2010

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- Partner employer newsletter emailed
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NPEP Tip of the Month

Make your Preferred Employer Discount your best discount!

Marketing Idea of the Month

Free Car Wash

Have the staff dress casual and rotate everyone throughout the day to help wash resident's cars

June

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17 Assurant 11am-3pm 0 guest cards	18	19
20	21	22	23	24	25	26
27	28	29	30			

2010

Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.

Events TBD

- Sheraton Gateway Hotel Atlanta Airport
- Kaiser Permanente of Georgia
- Comfort Keepers

NPEP Tip of the Month

Keep listings handy to leasing staff to quickly and easily verify partner employers!

Marketing Idea of the Month

Kid's Day

Have all the children at your community come in for a movie and popcorn party. Set a couple of hours in the afternoon for them to watch a movie or have a local movie theater offer reduced price or free movie for the parents to take their children in the afternoon when show times are slow

July

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Ashworth College 12pm-2pm	20	21 Reed Business 10am -2pm	22	23	24
25	26	27	28	29	30	31

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Events TBD

- Cypress Care

NPEP Tip of the Month

Distribute NPEP flyers to all walk-in traffic!

Marketing Idea of the Month

Friday Night Party

Invite your residents bring their favorite covered dish. You could also choose specific dishes like seafood, Mexican, or Italian...you might be surprised how good your residents can cook!

August

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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Regular Monthly Marketing

- Partner employer newsletter emailed.
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Events TBD

- Ashworth College

NPEP Tip of the Month

Give us posting for our monthly employee newsletter!

Marketing Idea of the Month

Check with a radio station to do a live remote at your community. Some stations will do this free, you just have to call and ask!

September

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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Events TBD

- H.J. Russell & Company
- American Safety Insurance
- Troutman Sanders
- Georgia State University
- Westin Peachtree Plaza

NPEP Tip of the Month

Request our Welcome Gift for your new NPEP residents!

Marketing Idea of the Month

Contact your local restaurants to find out if they will offer your residents coupons for meals. You can hand out coupons to new residents and to residents who are renewing their leases. Another way to use them, have your maintenance professional leave the coupon with a copy of the work order after repairs with a note saying "We love our residents!"

October

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
					1	2
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NPEP Tip of the Month

Keep your listing updated!

Marketing Idea of the Month

Resident Referral Fee

Offer your residents a referral fee for anyone they referred who moves this month. It can be a one time discount on their rent or a gift card from a local vendor.

November

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29	30				

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Regular Monthly Marketing

- Partner employer newsletter emailed.
- Community listings mailed & emailed to partner employers.
- Holiday cards mailed to partner employers.

Events TBD

- Network
- Metamatrix Clinical Laboratory

NPEP Tip of the Month

Honor your Preferred Employer Discount for all employees of our partner employers.

Marketing Idea of the Month

Package Delivery

Call each resident to alert them that they have a package and offer to deliver it to their apartment. Communities are typically slower this time of year and many residents are getting packages – a win-win!

December

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2010