



Apartment Discounts for Preferred Employers

Targeted Relationship Marketing

- ▶ Expand Your Marketing Reach
- ▶ Build Community Relationships
- ▶ Get Qualified Leads
- ▶ Save Time, Effort & Resources

Never heard of a preferred employer program?

Starting your own preferred employer program?

Already have your own preferred employer program?

Enroll today and let us create or enhance your marketing strategy!

Learn how the National Preferred Employer Program (NPEP) can generate well-qualified sustainable traffic by building long lasting relationships with your area's most important employers.

1-877-629-6082

www.npep.com

info@npep.com

Expanding Your Marketing Reach

The National Preferred Employer Program (NPEP) is a cost-effective relationship marketing solution designed to promote communities directly to the employees of local and national employers through human resource departments.

NPEP is packaged as a free human resources benefit which employers can offer to their employees to help ease cost-of-living expenses. Participating communities create and control their own preferred employer discounts for our partner employers.

This benefit is regularly promoted to employees through a variety of channels including *posters, flyers, payroll inserts, membership cards, website linking and onsite visits*. Community information is distributed each month through apartment listings delivered by mail, email and our website - www.npep.com.



The screenshot shows the website interface for "Apartment Discounts for Preferred Employers". At the top left is a key icon. The title "Apartment Discounts for Preferred Employers" is centered, with a date "August 15, 2007" and the NPEP logo on the right. Below the title are navigation links: "Find Your Apartment", "Employer Sign-up", and "List With Us". A section titled "FIND YOUR APARTMENT" features a list of states with checkboxes: Arizona, Colorado, Delaware, District of Columbia, Florida, Georgia, Maryland, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, and Virginia. To the right is a map of the United States with several states highlighted in orange. At the bottom, there is a text box explaining the program: "Apartment Discounts for Preferred Employer: If your employer is a member of the National Preferred Employer Program (NPEP), you are eligible to enjoy great discounts on rent and application fees when you sign a new lease at participating apartment communities throughout the United States." Below this is a "Request your FREE Move-in Gift Here" button with a small image of a gift box. A footer note says: "Not sure if your employer is a member of NPEP? Click here for a complete list of employers who offer the great employee discount. Questions? Call 1-877-629-0002 or send an email to info@npep.com today."



Apartment Discounts
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Building Relationships

We partner, advertise and join national and local apartment, human resource and employee benefit organizations to build relationships and expand our marketing reach. When you enroll your community you benefit directly from the relationships we build and maintain with professional organizations and our partner employers.

National Relationships

Society for Human Resource Management (SHRM)
National Apartment Association (NAA)
Over 40 partner employers enrolled in NPEP.

Atlanta

Atlanta Apartment Association
SHRM Atlanta
Over 180 partner employers enrolled in NPEP.
www.AlandaApartmentDiscounts.com

Baltimore/Washington/Northern Virginia

Chesapeake Human Resource Association
Human Resource Assn. of the National Capital Area
Property Management Association
Over 120 partner employers enrolled in NPEP.
www.WashingtonApartmentDiscounts.com
www.BaltimoreApartmentDiscounts.com

Orlando

Apartment Assn. of Greater Orlando
Central Florida Human Resources Association
Over 50 partner employers enrolled in NPEP.
www.OrlandoApartmentDiscounts.com

Jacksonville

First Coast Apartment Association
SHRM Jacksonville
Over 80 partner employers enrolled in NPEP.
www.JacksonvilleApartmentDiscounts.com



We have built a special partnership with *SHRM Jacksonville*. Our program is included in their membership benefits and they are encouraged to enroll their own companies in our program,

Here's what our employers have to say about us...

"Your service has been a huge help to many new employees who have moved to Jacksonville over the last few years. I appreciate all that you do to keep this service top notch and to continuously inform me of the discounts available. Thanks a bunch!"

- Senior Human Resources Manager, Information & Display Systems (IDS)

"Thank you for sending us the info. Our employees really appreciate it. Actually in August I'm moving to one of the apartment complexes that is on our list."

-Patient & Staff Services Activities Coordinator, Mayo Clinic

"I have used this myself and will be moving to one of the properties at the beginning of the month. Thanks for your help."

-South Regional Payroll Benefits Specialist, Whole Foods Market



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Generating Leads

When an employer enrolls, we work with them to find the most effective ways to educate employees about their new apartment discount and keep them informed.

Distribute Apartment Listings Monthly

Every month, we update our apartment listings. Printed listings are distributed by mail and email to partner employers. Additionally, listings are available online at www.npep.com.

Attend Employee Benefit Fairs

We attend onsite events at our partner employers to distribute information and listings directly to employees and collect guest cards to distribute to communities.

Provide Free Program Materials

Partner employers are provided with free program materials such as *posters, flyers, membership cards and payroll inserts* to promote the program.



NPEP Member News

Every month, we email the employees of our partner employers our newsletter *NPEP Member News*. It contains links to our listings, updates on specials at communities and a community highlight section.

Encourage Website Linking

Partner employers are encouraged to link their benefits website directly to our online listings.

Optimize Search Engines

An employee who may be unsure of their benefit can usually find us on the web by using a search engine like Google to search for their company's employee discounts.

Include in Benefits Info Packages

We provide our logo and prewritten text to include in formalized benefit information packets and newsletters.

Social Media Marketing

We have fan pages on Facebook to promote specials and events happening at participating communities on an as needed basis.



Online Listing & Print Publication



Print Publication

Online Listing



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Tracking Results

Tracking results is simple! We deliver leads in a number of easily identifiable formats and record results for you.

Toll-Free Numbers

We provide a toll-free number to track calls to your community.

Email Leads

We track and redirect email leads generated by your listing and follow up with the potential resident to help ensure the request is being managed.

Guest Cards

When employees contact us directly about participating communities we track and fax or mail guest cards.

Website Page Hits

We record the number of hits your online listing receives.

NPEP Member News

Each month, our newsletter - NPEP Member News is emailed to our participating communities. NPEP Member News contains program updates, marketing event information and results.

Secret Shopper Calls

Periodically, we make secret shopper calls to help ensure that all employees have a positive experience and no community loses out on a potential new lease. Results are faxed or emailed to communities.

Free Welcome Gift!

Once a new lease is signed through us you can assist your new resident in requesting their free Welcome Gift! We confirm & record the lease and send your new NPEP resident a Target Gift Card!



Here is what employees who have used our program have to say about us...

"Thanks for the apartment. It was very easy to for me to find one and I got my free gift!"

"Hi! Just want to let you know that your SERVICE is great and very helpful!!!!!! Thank you for your time."



Apartment Discounts
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2010 Rates & Terms*

Single Community Standard Rate

- \$99 per month.
- Initial term six months. After six months may be canceled with a 30 day written notice prior to monthly publication.

Five Communities Discount

- 10% off standard rate - per community per month.
- Five or more communities from same management company.
- Initial term six months. After six months may be canceled with a 30 day written notice prior to monthly publication.

Ten Communities Discount

- 25% off standard rate - per community per month.
- Ten or more communities from same management company.
- Initial term six months. After six months may be canceled with a 30 day written notice prior to monthly publication.

Thinking of creating and running your own preferred employer program? Here are some costs to consider that are covered by our cost-effective monthly fee.....

- Fees for joining professional organizations.
- Fees for attending onsite events & sponsorships.
- Costs of providing posters, flyers, payroll inserts, membership cards etc.
- Staffing costs for developing partner employer list 8 weeks 20-24 hours per week.
- Staffing costs of managing employer relationships 1 hour per quarter per employer.
- Staffing costs for attending onsite events.
- Overall success of developing the employer list – we offer one stop shopping to our partner employers.



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*Pricing subject to change without notice.