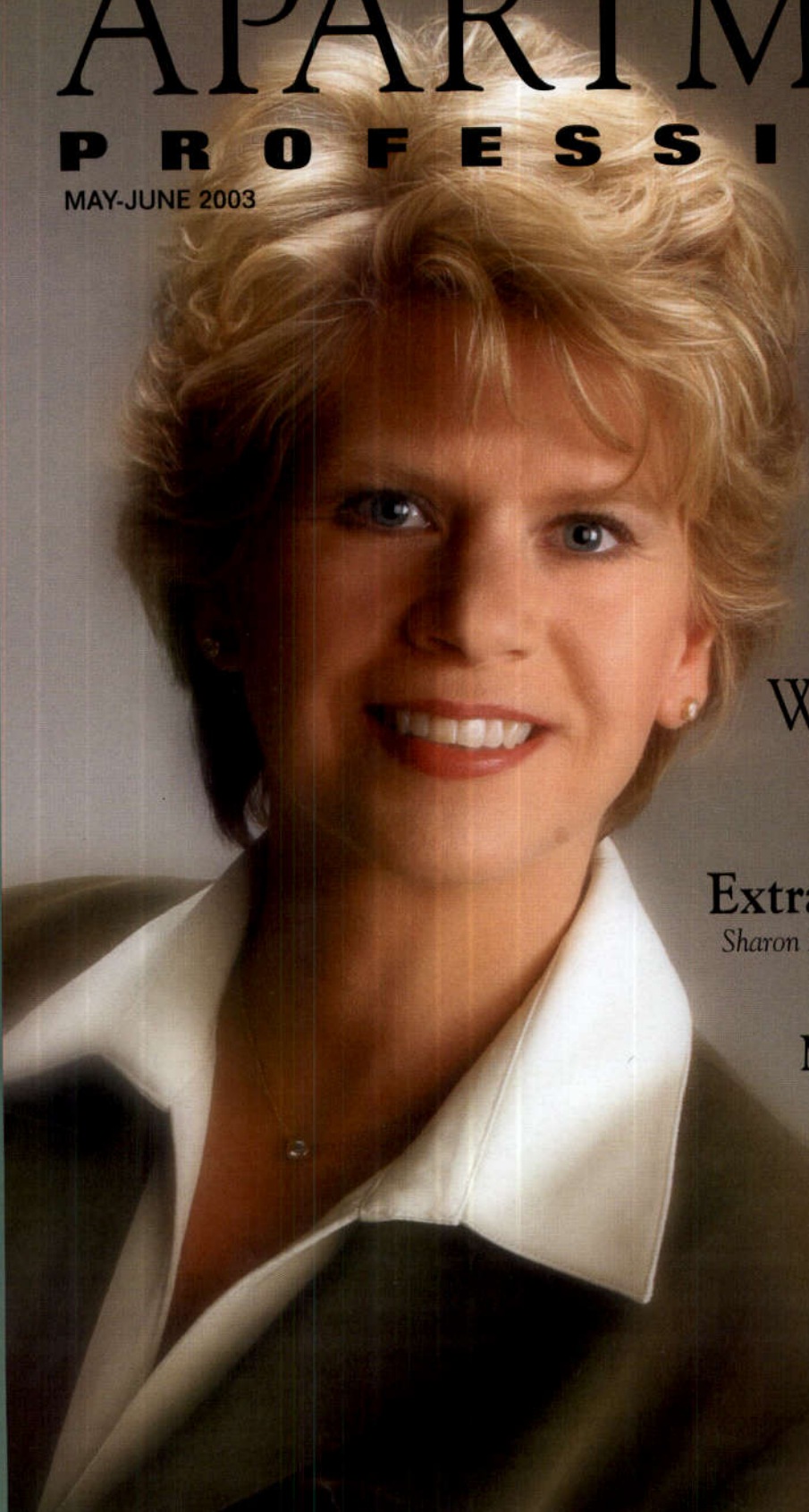


APARTMENT

PROFESSIONAL

MAY-JUNE 2003

WORK | LIFE



Emotional Intelligence

Are you smarter than you think?

Why people stay

Retention secrets

Extraordinary Trainers

Sharon Bowman & Dana Gaines Robinson

COME TO MULTIFAMILY

Judy Gogol, VP of Sales with For Rent Magazine shares strategies for soft markets

RESOURCES AND SERVICES GUIDE



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**BIGGEST
ISSUE EVER**

**SHOW
ISSUE**

Make your suppliers

Train you

GREGG STARR

Training and support from service providers is crucial to your success.

LOOKING AT NEW PRODUCTS AND SERVICES FOR YOUR COMPANY? Ever signed up for a new service, only to find that the constant attention you got from their sales representative before the sale was not followed by equal attention once you signed a contract? There are a lot of great new products and new technologies available to your company today offering improved productivity, communication, and workflow, tools that improve the leasing process and customer relationships. Introducing a new product to your company can lead to vast operational improvements, but it also means you need to introduce new procedures to multiple locations. The leading service providers today understand that challenge, and strive to make the introduction to your entire organization 'stress-free', and offer ongoing support for a long-term partnership.

When selecting a new product, it is burdensome introducing the new service to each community manager and their entire staff. Additionally, it can be a challenge to bring new team members up to speed when they join your company. The support program that a company offers can be as valuable as the actual product or service itself. Learn what many industry-leading companies are doing to help their clients succeed and maximize their product value.

NO SUBSTITUTE FOR TRAINING

For SureDeposit, training is a "huge part" of product delivery. SureDeposit offers an alternative to residents paying a large deposit, easing the upfront requirements of leasing an apartment. A commu-

