

The Engagement Ring: Ashley Glover Kickoff Presentation Script

VISUAL	AUDIO
 A presentation slide for the RealPage Executive Women's Conference. The slide has a yellow background on the left with the conference title and dates (April 23-25, 2019, Miraval Austin Resort & Spa, Austin, Texas). The right side features a landscape image of a resort pool and a potted plant.	<p>ASHLEY: [Welcome and introductory remarks]</p>
 A presentation slide titled 'The Engagement Ring: How to Build 360° Excellence' by Ashley Glover, Executive Vice President, COO, RealPage. The slide features a yellow background on the left and a landscape image of a resort pool and a potted plant on the right.	<p>ASHLEY: [Announce title of presentation]</p>
 A photograph of a modern rooftop lounge space with a swimming pool, lounge chairs, and a glass-enclosed area. The sky is dark with stars visible, suggesting a night view. <p>[Bozzuto's luxury Hepburn building in Washington, D.C., boasts a rooftop with lounge space, grills, and a reflecting pool.] https://www.multifamilvexecutive.com/property-management/apartment-trends/whats-next-for-apartment-amenities_0/</p>	<p>ASHLEY: Traditional view of Multifamily innovation is evolving</p> <ul style="list-style-type: none">• Consumers are reshaping demand for products and services in all sectors of the economy• At a macro level, they want convenience and accessibility• This is actually a collision of two types of economies <p>[click to go to next slide]</p>

	<p>ASHLEY: [click to get first image/copy] The first is the service economy, namely on-demand services within locations.</p> <p>[click to get “+” sign]</p> <p>https://fowmedia.com/sharing-economy-people-fueled-cloud-powered/ https://www.vecteezy.com/vector-art/122904-hotel-concierge-vector</p>
	<p>ASHLEY: [click to get second image/copy] The second is the sharing economy, aka collaborative consumption.</p>
	<p>ASHLEY: We are seeing visible effects from the collision, with multifamily apartments navigating both economies.</p> <p>There’s a big push for better and better amenities. You can see the effect at this AvalonBay property in New York. Let me show you some more examples, first from the service economy.</p> <p>www.hvperpective.net/Avalon-Chelsea</p>
	<p>ASHLEY: For some years now, AvalonBay has been blurring the lines between lobby, social space, and office, where there aren’t walls and typical desk-and-chair arrangements. For Generation Y, which grew up with the Apple store, open is the way to go.</p> <p>https://www.multifamilyexecutive.com/design-development/mfe-awards/high-rise-apartment-grand-ava-high-line_o</p>



ASHLEY:

We are also seeing our clients debate the right mix of spaces intended for services and experiences, vs. dedicated living spaces. There are models for “co-living” that bring together living spaces with shared experiences

<https://www.brickunderground.com/live/apartment-size-vs-amenities-nyc/>



ASHLEY: Our industry is also experiencing encroaching competition from hospitality industries.

- Global hotel companies are creating “aparthotels” for long- and short-term stays.
- Hotels surpass multifamily at harvesting consumer dollars throughout the value chain and leveraging their real estate.
- The result is a greater share-of-wallet from amenities, work spaces, etc.

<https://www.hotelmanagement.net/development/what-s-behind-serviced-apartment-growth>



ASHLEY:

Here’s one more example, this one from the sharing economy. We’re seeing new competitors like WeLive providing co-working spaces for long- and short-term residents.

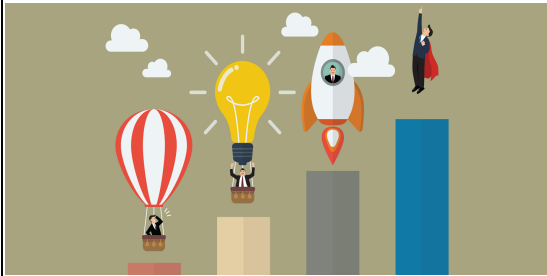
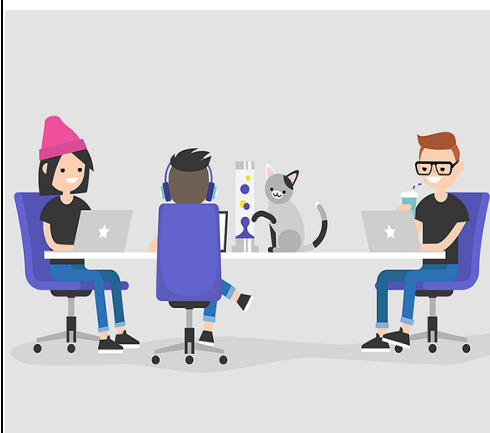
<https://inhabitat.com/10-brilliant-communal-designs-helping-people-work-and-live-together/wework-desks/>



ASHLEY: It’s all about the creation of new, unique and special resident experiences at levels unseen until now. Their overall effect is to build resident engagement, which leads to greater loyalty which leads to greater retention.

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<http://dominiquedemeulemeester.be/2018/07/customer-experience-starts-at-home/>



ASHLEY:

[\[click to get first image/copy\]](#)

For multifamily, the sum of tangible and intangible positive-experience benefits from the collision engages residents to a new level of enthusiasm that leads to a greater sense of community and positive social media. It's also led to an arms race of amenities, as new competitors fight for that resident engagement. How do we rise above it? The answer is to create engagement in a completely different way. Engagement is the constant that builds business regardless of the changes in consumer economies.

Strategy: Develop a recurring, self-sustaining engagement-building cycle. Move your focus from amenities to experiences that build relationships between community, employees and residents. Ever better experiences and relationships intensify this cycle, build resident loyalty, and, therefore, positively impact resident retention.

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You can also drive this cycle with employee engagement programs. These programs create greater employee engagement AND retention.

More engaged employees can create better resident experiences, which builds resident loyalty and retention. It all leads to greater revenue.

<https://www.zunos.com/blog/author/lisa-barry/page/1>

<https://www.businesswire.com/news/home/20171215005416/en>



ASHLEY:

A simple way to characterize this approach is to picture it as a circle. An *Engagement Ring*.

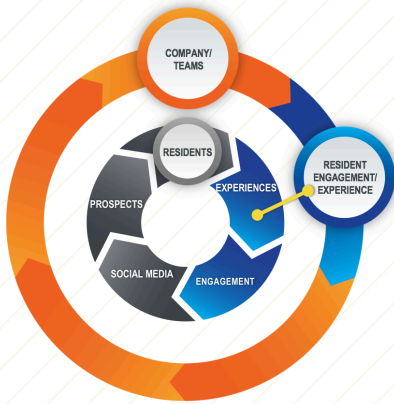
The Engagement Ring is a framework to think about your programs that create relationship-, loyalty- and business-building experiences for both residents and employees.

The Engagement Ring begins with the resident. Your company and onsite teams provide residents with experiences—from static – such as access to an amenity, to more complex, like encouraging prospect referrals with incentives.

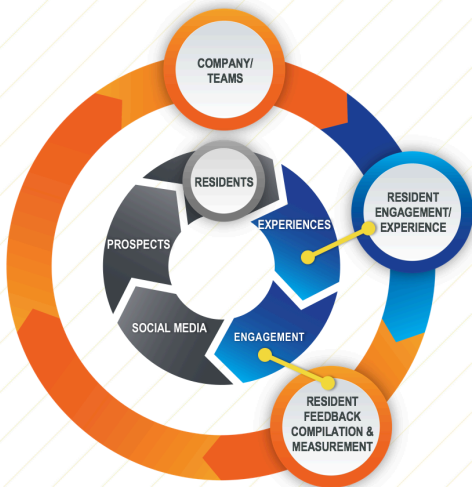
These experiences create engagement. The better the experience, the better the engagement. The better the engagement, the more likely the residents will talk up the community, creating greater cohesion, and will send out positive messages on social media. This attracts prospects who can go on to be residents, and the cycle continues. The cycle can intensify with better and better, more engaging experiences.



ASHLEY: The Engagement Ring has a second, component. It's for your employees, and depicts their own journey. Building greater employee engagement affects resident engagement through touchpoints between the two.



ASHLEY: Your employee teams develop and deliver the resident engagement programs that create experiences for residents. This is the first touchpoint between your employee teams and the resident, where an interactive relationship between employees and residents starts. Better programs create better experiences for residents, more intense resident engagement and stronger employee-resident relationships. This builds resident loyalty.



ASHLEY: The next touchpoint between employees and residents comes in the gathering of resident feedback and subsequent measurements of engagement. You could get the feedback data by conducting various kinds of Net Promoter Score surveys, or reputation management tools but they should be done in a personalized manner. Residents appreciate being asked for their feedback—and seeing changes as a result. This builds more engagement, and more loyalty.



ASHLEY: This leads to a third touchpoint.

Residents respond to experiences by spreading word-of-mouth and posting social media. You can track these, respond to residents personally and build reputation. You can also adjust your management of resident programs in response, and improve your marketing to prospects.

In reality, you can now maintain a three-way relationship between your company, residents and prospects, and that relationship can intensify.



ASHLEY: Your company's and employees' journey can be enhanced with programs that build engagement between you and your teams. More engaged employees can create better resident engagement programs and experiences, which leads to more engaged residents, which leads to more positive word-of-mouth and social media, which leads to more prospects who convert and become part of the Engagement Ring.



ASHLEY: This creates an ongoing cycle that can intensify employee-resident relationships over time.

And there is the power of the Engagement Ring. You can not only see the touchpoints between you and residents—you can use them to create increasingly powerful engagement cycles. Empower employees to provide new levels of service and build an even greater organization. Nurture the best employee/resident relationships. Increase resident loyalty and prospect conversion.

The Engagement Ring is how you marry your team, residents and prospects to drive revenue.

Let's see some examples of how companies have built the connections in the Engagement Ring, both in our industry and others.



ASHLEY: For example, the hospitality industry, is masterful at creating new and vibrant experiences for their customers. For example, Fairmont Hotels recently launched their own, branded luxury beauty lines.

Now imagine you creating your own branded product lines to promote your brand. And imagine these items being available as free gifts that your on-site staff can give to prospects in the leasing office, or as a gift bag to residents on move in day.

Let's take it another step. We put a little tube of Super Goop sunscreen and lip balm in your invitation to this conference. Imagine those tubes had your property's logo, and **all** your onsite staff handed them out on sunny summer days to both prospects and residents. They'd love it! And they'd love you! These are no longer "Tchotchkes". They are a touchpoint in building Engagement.







ASHLEY:


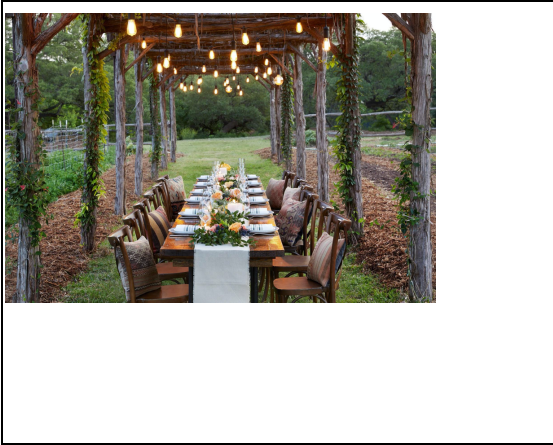

Consider online shopping. One of the challenges with this popular tool is "how to manage perishables"? Tesco supermarkets in South Korea innovated a solution a few years ago.

In Korea, people spend many hours on the job during the work week. The last thing they want to do on weekends is shop for groceries. Tesco used this to advantage. After work one Friday night, people entering the Seoul subway discovered a Tesco virtual store. They could download a Tesco app, scan barcodes of products on virtual shelves, order them, and, when they arrived home, find the items at their door.

Tesco had engaged people to think positively about their supermarkets. This led to social media

	<p>posts that went viral. Tesco could then analyze the feedback data to use in subsequent marketing and engagement campaigns. They hit several touchpoints of Engagement.</p> <p>Let's apply this idea to multifamily. Imagine you helped residents shop at the local Target without leaving the building. They could download a Target app, select items from a digital Target kiosk in your lobby, pay, and receive free delivery. Of course, residents could always use the Target app wherever they were. But the in-lobby kiosk would remind them what items they needed when they were on the fly. And they would appreciate you for your attention to their needs. The experience would be an engagement and social media builder that drives the Engagement Ring.</p> <p>Want to intensify the Engagement Ring further? Create another program using the Target kiosk.</p> <p>https://www.retail-week.com/technology/tesco-opens-virtual-store-in-south-korea-5028571.article</p>
	<p>We'll adapt an idea from Sweden. ICA Vanadis, a supermarket in Stockholm, announced that shoppers could control the prices of select products. Every Monday, ICA would feature one popular product in-store on a digital screen, and would lower the price more and more depending on how many shoppers "checked in" on Facebook. On Friday, they would offer the item at that price. Customers loved it. Facebook users proudly announced on their Facebook posts that they had just lowered the price of lingonberry jam in the economy size. And the program went viral.</p> <p>Now consider that virtual, digital Target kiosk in your lobby. Invite residents to lower prices on a select item at Target. Every week, one item on the kiosk is featured. Residents check in on an app, and the new price is highlighted on the kiosk. Residents can order the item at the new price with</p>

	<p>their app. You would drive engagement, social media, and the Engagement Ring itself.</p> <p>http://abc.digitalsignage.net/2011/09/08/digital-signage-in-swedish-supermarket/</p>
	<p>ASHLEY: I mentioned that employee engagement programs are essential to building the Engagement Ring. Engaged employees are more inspired to create better experiences for everyone.</p> <p>The programs build company greatness. Camden proves the point.</p> <p>Let's look at one more Engagement Ring-building example from our own interest.</p>
	<p>ASHLEY: A developer in Chicago called Property Markets group (http://propertymg.com/) builds and markets "Social Communities." Their philosophy is to "Live Differently". In the apartment community they built in Logan Square, Chicago, they bought an old Chicago "L" train car and stripped the car of seats, windows and poles, and repurposed it as a place for residents to enjoy. They then opened it up to non-residents.</p> <p>This generated positive word-of-mouth and social media for the property from both residents and non-residents, which brought in more visitors, which created more prospects.</p> <p>https://www.chicagotribune.com/news/local/breaking/ct-cta-train-car-logan-square-apartment-met-0408-20160407-story.html https://www.bisnow.com/chicago/news/multifamily/opening-multifamily-amenities-to-non-residents-88249</p>
	<p>ASHLEY:</p> <p>Driving positive, new behaviors is our job as multifamily executives. By changing the way residents, prospects and your staff act and interact, we build our businesses. The secret is creating powerful experiences that build engagement. We women are experts at creating these kinds of experiences. Let's put our unique</p>

	<p>skills to effect and create never-ending Engagement Ring cycles. I can't think of a better way to build resident satisfaction, community bonds and our businesses all at once.</p>
	<p>Now let's enjoy some of the wonderful offerings the Miraval has for us.</p>
	<p>While we're at it, let's take in all the unique ways they create engagement.</p> <p>As a matter of fact, we should start taking notice of every amenity and engagement program we see, everywhere we go in the USA and abroad. Look for them in hotels, in restaurants, in boutiques, in airports and more. We should do this all the time. It's a guarantee we'll find new, innovative ways to drive the Engagement Ring to success.</p>
	<p>Thank you!</p>