

FAQs:

OFFERINGS AND SERVICES



Q. WHY QUINTESSENTIAL?

- A.** The very meaning of the word *quintessential* is *ideal*, or *model*. In today's volatile business environment, it's crucial to have a standard to adhere to in order to stay focused on goals. We must expect more if we want to get more. That's why we developed The Q Standard, a simple system that funnels years of multi-family real estate industry experience into one all-important factor: Return on Investment, or ROI.

Q. WHO IS AMY KOSNIKOWSKI?



- A.** The founder of Quintessential and The Q Standard, Amy is a proven leader in sales, leasing, management and marketing real estate assets. She brings decades of passion and experience in the real estate industry to sales teams and customers alike. Amy is a nationally recognized expert known for motivational educational seminars and for successfully leading sales and marketing campaigns in the most challenged markets. She has served at the executive level with national public and privately held real estate investment companies prior to launching Quintessential in 2005. Amy's knowledge of the industry is frequently highlighted at national conferences, expert panel events and educational seminars. Based out of Charlotte, North Carolina, Amy serves as the principal of Quintessential.

Q. HOW DOES THE Q STANDARD WORK?

A. There are three areas of action in The Q Standard. Quintessential takes you through them one at a time—thoughtfully, efficiently and professionally.

1. **Analysis:** The Q Standard begins with a comprehensive inventory on areas that are currently effective and zero-in on the prime opportunities for improvement. This includes everything from product evaluation to an examination of qualifying standards to a full assessment of marketing efforts and the sales process.

2. **Refinement:** Once you better understand where you are and why, you are ready to make improvements. Depending on what is discovered during the analysis, there are a host of offerings to help maximize your potential – customized ‘think tanks’, on-site training to fine-tune sales skills, development of targeted marketing strategy, adjustments in brand messaging to enhance lead management, emphasis on differential factors, and much more.

3. **Expansion:** Beyond what you’re presently doing, there are steps you can take that can make a significant impact on your bottom line. In the Expansion section of The Q Standard, your team will be

introduced to some techniques and systems that will revolutionize your business. The most important of these is the opportunity to implement a robust referral network. According to the J Turner survey published in UNITS magazine (April 2008), a Referral Program was rated as the best “technique to attract and secure potential residents”. This is part of a wider trend called social marketing, and business leaders around the world agree that it is the key to the future. Quintessential has built a reputation around this expertise, and this final tenet of The Q Standard will play the largest role in the return on your investment.

**Q. WHAT OTHER SERVICES DOES
QUINTESSENTIAL OFFER?**

A. Inspiring and motivating audiences across the country, Quintessential also presents:

Education Course Offerings include timely topics in sales, leasing and marketing to increasing the attendee's ability and knowledge to excel in a competitive market.

Engaging Keynote Speaker Topics ideal for a company or association event, with an array of titles such as How to Lead & Succeed, Marketing Trends, Keys to Developing Business Relationships, and more.

For more information, go to TheQstandard.com

**QUESTIONS TO ASK YOURSELF IN
AN UNCERTAIN MARKET.**

- Q.** How certain are you that every real estate asset in your portfolio is maximizing every dollar spent on marketing?
- Q.** Are you confident that every opportunity is being tapped to gain long-term residents?
- Q.** Are you convinced that the onsite teams have the correct sales and marketing tools to successfully close every lead?

**A. Q. The Q Standard is the answer
to all these questions and more.**

Let's improve your bottom line.

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