

Marketing Meeting

Date: ___/___/___ Community: _____

Top 3 Traffic Sources

Traffic Source	Phone Calls	Traffic	Leases
1.			
2.			
3.			

What positive and negative trends were revealed this week? _____

What action steps need to be taken? _____

Marketing Efforts for this time period including outreach: _____

HOT Apartment	Special Rate	Sales Features & Qualities
#		
#		
#		
#		

Marketing Goals: _____

Leasing Goals: _____

Goal Deadline: ___/___/___

Are there any adjustments that need to be made to the overall Marketing Plan? **Y** **N**

If so, what? _____

Other new developments that need to be discussed and/or reviewed that effect the leasing and marketing efforts of the community:

Next Marketing Meeting Date: ___/___/___