

Building a Multifamily Property Brand

Enhance the appeal of your Multifamily Property with a dynamic brand that resonates with current and prospective tenants.

Get started with this four-step process for creating a brand

1

- Kick-off
- Internal Brand Audit
- External Brand Audit



UNDERSTAND

2

- Brand Strategy
- Message Map Brand
- Book



CREATE

3

- Internal Rollout
- External Rollout



DEPLOY

4

- Marketing Dashboard
- Customer Experience Dashboard
- Voice of the customer Survey



MONITOR

Learn how multifamily owners and operators use this process to build valuable brands on the building and portfolio levels

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