

Solorius Publishing, L.L.C. Presents...

Attract a Multitude of Prospects with Sensible Concessions and Incentives

Presented by Gabriele Preston, CAPS, co-author of a new book:

"Straight Talk on Multifamily Management"

On May 10th from 10:30 a.m. to 12:30 p.m.

Right after DMAA's General Membership Breakfast Meeting

At the DMAA Training Center, 30700 Telegraph Rd., Ste. 2665, Bingham Farms

In twenty years of management achievement in multifamily housing, **Gabriele Preston** has learned what works . . . and what works best.

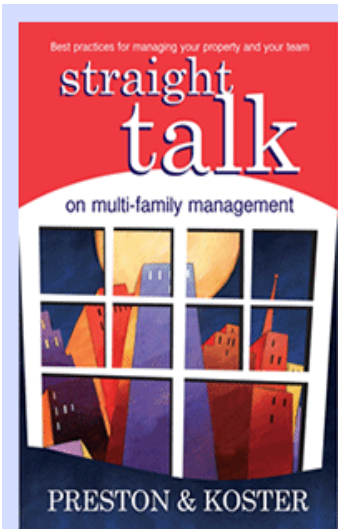


As the Director of Multifamily Management for a commercial real estate company whose portfolio is comprised nearly 3,000 units and more than 60 staff, she created and implemented unique marketing, promotion, resident retention, employee incentive, and maintenance programs that have been recognized as the best in the business. She was honored as "Regional Manager of the Year" at the 2004 GLAStar Awards and named one of the "10 Outstanding Women in West Michigan" in 2003.

Preston holds a 60-hour certificate in business from Northwestern University and earned a **Bachelor of Arts** in economics from Western Michigan University. She received her Certified Apartment Property Supervisor (CAPS) designation from the National Apartment Association in 2002. Preston is co-author of a new book entitled "Straight Talk on Multifamily Management" which is scheduled to be published in June of 2006. Her articles have appeared in *Multi-family Executive*, *UNITS*, & *Multifamilypro* magazines.

You can compete without using typical rent concessions. With a well thought out strategy, you can attract a multitude of new prospects to your property. In this seminar, we'll talk about:

- ◆ Why competitors use rent concessions to improve occupancy,
- ◆ What affects your property's occupancy rate,
- ◆ How to pro-actively control occupancy without resorting to rental rate reductions or concessions and,
- ◆ 9 options you can utilize in lieu of typical rent concessions that will attract prospects to your community.



ATTEND AND GET AN ENTIRE CHAPTER FREE FROM PRESTON'S NEW BOOK PLUS A 20% OFF COUPON FOR THE BOOK.

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