



The Detroit Metropolitan Apartment Association Presents...

2009 Leasing Academy Series



# Marketing on a Budget

Cutting back your marketing expenses in these economic times? Learn how to effectively Market on a Budget!

## Topics Covered in this Session are:

- ♦ Your Marketing Budget - It's Not Just Advertising!
- ♦ Who Are Your "yellow fish"? - Target Marketing
- ♦ Existing Residents and Prospects - Use Them to Your Advantage
- ♦ "Smart" Expenses - The Keys to Effective Cost/ Benefit Analysis
- ♦ Free Web Advertising - How to Maximize Exposure
- ♦ Concessions - How and When to Use Them Effectively

**Instructor:** Sharisse Myren,

*Paragon Properties Company*

**Date:** Wednesday, May 20, 2009

**Time:** 9:00 am to 12:00 pm (Noon)

**Location:** DMAA Training Office

30700 Telegraph Road, Suite 2665

Bingham Farms, MI 48025

**Cost:** \$49 Members/ \$79 Non-Members



**Sharisse Myren**

*Paragon Properties Company*

Sharisse Myren is the Senior Regional Manager for Paragon Properties Company, currently serves as co-chair of the DMAA Education Committee and was the 2008 Prism Awards Regional Manager of the Year. Sharisse holds both Bachelors in Business Administration and Bachelors of Arts degrees from Eastern Michigan University in Ypsilanti, Michigan as well as her State of Michigan Salesperson Real Estate license.

Sharisse began her career in property management in 1992 and during her career has held positions ranging from Leasing Consultant to Vice President. Since 2006 Sharisse has been the Senior Regional Manager with Paragon Properties, headquartered in Bingham Farms, Michigan. Her current role includes the management of a portfolio of 6 properties (2500+ units) and oversight of the company training program.

**Asphalt Specialists, Inc.**

**Thank You to Our Sponsor:**



Please RSVP by Monday, May 18, 2009

E-mail to [info@dmaa.net](mailto:info@dmaa.net) or fax to 248-594-9804 or register online at [www.dmaa.net](http://www.dmaa.net)

No Shows will be billed

\_\_\_\_\_  
Company/Community

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Name of Attendees

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Make checks payable to "DMAA" 30700 Telegraph Road, Suite 2665, Bingham Farms, MI 48025  
Reference "Marketing on a Budget"

