

# THE DAILY DOSE METHOD IS OUR RADICAL MARKETING METHOD THAT HELPS MULTIFAMILY PROFESSIONALS REACH THEIR MARKETING AND RETENTION GOALS IN 7 MINUTES A DAY...OR LESS!

Here at Sprout Marketing, we firmly believe that getting new leases and retaining current residents shouldn't be so hard. After working with thousands of property managers and years of running our online membership program, heard the same frustrations from our onsite teams over and over again – they wanted to implement an effective marketing and retention strategy, but there just wasn't enough time to do it all.

#### The Daily Dose Method was born to save you time and sanity without sacrificing your goals.

## WHY IT WORKS

- It's a proactive approach gone are the days of operating in emergency mode!
- It's laser-focused on two end results getting new leases and retaining current residents. No fluff.
- Eye-catching design WILL grab your prospect's attention - goodbye, cookie-cutter.
- It can be done by even the most time-starved multifamily professionals - easy and actionable!

# THE DAILY DOSE STEP-BY-STEP PLAN

- 1. Print your DDP-Daily Dose Planner and fill in your priorities
- 2. Select Daily Dose Initiatives from the Sprout Member site or create your own to help you reach each goal

# HOW IT WORKS

#### Browse our Daily Dose Library to build your plan with...

Initiatives that result in new leases Initiatives that help increase retention

#### Daily Dose initiatives are categorized by

- Outreach
- Events
- Follow-Up
- Digital & Social
- Referrals

- Career & Industry
- Welcome/Renewals
- 3. Fill out your monthly and weekly calendars and your DDA - Daily Dose Agenda and use it to roll out the plan to your team
- 4. Use the Weekly Team Check-In Agenda to stay on course all month long
- 5. Finish the month strong with the End of Month Review worksheet

Ready to get started? We've got you covered.





# DAILY DOSE PLANNER



## START HERE

#### 1. Community Priorities: Review goals against your budget and evaluate overall team performance. Set your priorities accordingly.

(Ask: Where are we now? Where do we need to be by the end of the month?)

# 2. Create Your Strategy: Choose highest priority activities to reach your goal.

(For example, if you're in lease-up mode, you're going to want to pick more in the new lease section whereas if you are an established community, you would choose more in the retention section.) 3. Select Daily Dose Initiatives from the Sprout Library to reach New Lease Goal, Retention Goal & Team Development Goal.

Budgeted Occupancy: \_\_\_\_\_

Budgeted Renewal Rate: \_\_\_\_\_

4.Assign Daily Dose accountability to individual team members.

(You could do in advance or as part of your monthly kick off team meeting.)

# COMMUNITY PRIORITIES

New Lease Goal: Current Occupancy: \_\_\_\_\_

Retention Goal: Current Renewal Rate: \_\_\_\_\_

**Team Development:** 

# STRATEGY: NEW LEASE GOAL

# Choose which activities will have the most impact on your new lease goal: Outreach Marketing Person Responsible: Complete By: Realtors, Brokers & Locator Outreach Person Responsible: Complete By: Preferred Employer Marketing Person Responsible: Complete By: Networking Event Person Responsible: Complete By: Housing Fair Person Responsible: Complete By: Open House Person Responsible: Complete By: Online Listings & Ads Person Responsible: Complete By: Social Media Person Responsible: Complete By: Follow-Up Person Responsible: Complete By: Referral Campaign Person Responsible: Complete By: Other: Person Responsible: Complete By: Other: Person Responsible: Complete By:

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# STRATEGY: RETENTION GOAL

Choose which activities will	have the most impact o	on your retention goal:		
Large Scale Events Person	n Responsible:	Complete By:		
🗌 Grab-N-Go Resident Ever	nt Person Responsible:	Complete By:		
Off-site Event Person Responsible: Complete By:				
Resident Communication	Resident Communication (Notices)Person Responsible: Complete By:			
Welcome Home Initiative	s Person Responsible:	Complete By:		
Renewal InitiativesPerson	Renewal InitiativesPerson Responsible: Complete By:			
Building Community Thro	ugh Social MediaPerson Res	ponsible: Complete		
🗌 Resident Reviews & Testin	nonials Person Responsible:_	Complete By:		
Other: I	Responsible:	_ Complete By:		
Other: I	Responsible:	_ Complete By:		
Other: I	Responsible:	_ Complete By:		
☐ Other: I	Responsible:	_ Complete By:		
☐ Other: I	Responsible:	_ Complete By:		
STRATEGY: TEAM DEVELOPMENT				
Choose which trainings will	have the most impact c	on your team development:		
Leasing Training				
Outreach Marketing Train	ning			
Resident Interaction Train	ing			
🗌 Social Media Training				
Management and Leader	ship Training			
Work/Life Balance Traini	ng			
Other:	_			
Select trainings from Sprout	t member library:			
Training Course:	Team Member:	Complete By:		
Training Course:	Team Member:	Complete By:		
Training Course:	Team Member:	Complete By:		





# MONTHLY CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Notes:



# WEEKLY CALENDAR

	WEEKLY GOALS
	to dos

MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		
SUNDAY		

NOTES







# TODAY'S AGENDA

#### Review successes from the prior month

#### What you'll need for this meeting:

- Daily Dose Planning Worksheet
- 🗌 1 Blank Monthly Calendar Per Team Member
- □ 1 Blank Weekly Calendar Per Team Member

#### NOTES

#### **Review current month's objectives**

#### NEW LEASE GOAL:

- Current Occupancy: \_\_\_\_\_\_
- Budgeted Occupancy: \_\_\_\_\_

#### **RETENTION GOAL:**

- Current Renewal Rate: \_\_\_\_\_\_
- Budgeted Renewal Rate: \_\_\_\_\_\_

TEAM DEVELOPMENT:

**Review assigned initiatives in Daily Dose Planner** 

Plot out all initiatives in monthly calendar

Each team member will make their own monthly and weekly calendar with their specific initiatives.





# TEAM WEEKLY AGENDA



# TODAY'S AGENDA

#### **Team Status Update**

Team Member:		
Goal:		
GREEN		
Team Member:		
Goal:		
□ GREEN		🗆 RED
Team Member:		
Goal:		
□ GREEN		🗆 RED
Team Member:		
Goal:		
□ GREEN	D YELLOW	
Team Member:		
Goal:		
□ GREEN		
Team Member:		
Goal:		
□ GREEN		🗆 RED
Team Member:		
Goal:		
- GREEN		🗆 RED
Team Member:		
Goal:		<u></u>
- GREEN	D YELLOW	

#### What you'll need for this meeting:

- Daily Dose Planning Worksheet
- 🗌 1 Monthly Calendar Per Team Member
- □ 1 Weekly Calendar Per Team Member

#### **Status guidelines:**

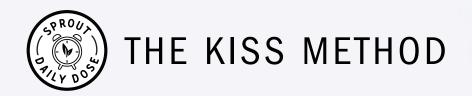
- GREEN: On track to hit goal
- YELLOW: Falling behind the goal
- RED: In trouble of not hitting the goal

#### If YELLOW/RED, we will review...

- What challenges are you facing
- Discuss potential solutions
- Create a plan to get back on track

NOTES	







## END OF MONTH REVIEW

# KEEP

### IMPROVE

What do we want to KEEP doing:

What do we want to IMPROVE on:

START

What do we want to START doing:

STOP

What do we want to STOP doing:

