



PLANNING PACK



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!

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
- Follow-Up
- Referrals
- Welcome/Renewals
- Events
- Digital & Social
- Career & Industry

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

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.

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: _____

Budgeted Occupancy: _____

Retention Goal: Current Renewal Rate: _____

Budgeted 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: _____

STRATEGY: RETENTION GOAL

Choose which activities will have the most impact on your retention goal:

- Large Scale Events Person Responsible: _____ Complete By: _____
- Grab-N-Go Resident Event Person Responsible: _____ Complete By: _____
- Off-site Event Person Responsible: _____ Complete By: _____
- Resident Communication (Notices) Person Responsible: _____ Complete By: _____
- Welcome Home Initiatives Person Responsible: _____ Complete By: _____
- Renewal Initiatives Person Responsible: _____ Complete By: _____
- Building Community Through Social Media Person Responsible: _____ Complete By: _____
- Resident Reviews & Testimonials Person Responsible: _____ Complete By: _____
- Other: _____ Responsible: _____ Complete By: _____
- Other: _____ Responsible: _____ Complete By: _____
- Other: _____ Responsible: _____ Complete By: _____
- Other: _____ Responsible: _____ Complete By: _____
- Other: _____ Responsible: _____ Complete By: _____

STRATEGY: TEAM DEVELOPMENT

Choose which trainings will have the most impact on your team development:

- Leasing Training
- Outreach Marketing Training
- Resident Interaction Training
- Social Media Training
- Management and Leadership Training
- Work/Life Balance Training
- Other: _____

Select trainings from Sprout member library:

- Training Course: _____ Team Member: _____ Complete By: _____
- 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:

Blank area for notes.



WEEKLY CALENDAR



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

WEEKLY GOALS

TO DOS

-
-
-
-
-
-
-
-
-

NOTES



TEAM MONTHLY AGENDA



TODAY'S AGENDA

Review successes from the prior month

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.

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



TEAM WEEKLY AGENDA



TODAY'S AGENDA

Team Status Update

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

Team Member: _____

Goal: _____

GREEN YELLOW RED

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



THE KISS METHOD



END OF MONTH REVIEW

KEEP

What do we want to KEEP doing:

IMPROVE

What do we want to IMPROVE on:

START

What do we want to START doing:

STOP

What do we want to STOP doing: