

63 CALL TO ACTIONS

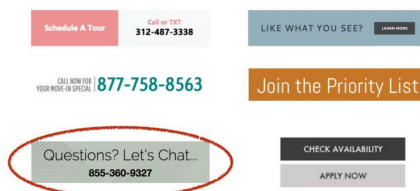
IMPROVE RESPONSES IN YOUR APARTMENT ADVERTISING

Websites, Google Ads, brochures, ILS, Craigslist, postcards – virtually all marketing you put out for your community needs to have a variety of call to actions enticing the prospective resident to take action.

Understanding what a Call To Action is:

An effective CTA will have a lot of elements in play. First, it should be action-oriented. What do you want your prospective resident to do?

1. Schedule a tour?
2. Check availability?
3. Apply for a lease?



Decide what you want, then specifically ask them for it.

CTA'S:

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|-------------------------------------|------------------------------|-----------------------------|
| Act Now | Explore Amenities | Now Leasing |
| Add Us to Your List | Explore Floor Plans | Pick Your Floorplan |
| Apply Today | Explore The Area | Request a Tour |
| Book a Tour | Explore The Neighborhood | Reserve Now |
| Call For Today's Special | Find Exclusive Offers | Reserve Your Unit |
| Call Now | Find Great Lease Options | Reserve Your View |
| Call Today | Find Top Apartment Complexes | Schedule Tour |
| Check Availability Today | Find Your Home | Schedule a Tour |
| Check Out Available Units | Find Your New Apartment | Search Apartments |
| Check Out Our Apartments | Find a Cheap Apartment | See Spacious Apartments |
| Check Out These Floorplans | Find a Great Apartment | See World Class Amenities |
| Choose Your Move In Promotion | Find a Roommate | Show Me Apartment Deals |
| Come See Us | Get a Quote on a Place | Show Me Apartments Near Me |
| Compare Amenities | Get the Best Amenities | Sign a Lease Today |
| Compare Prices | Join the VIP List | Submit Your Application |
| Contact Our Leasing Office | Learn More Today | Take a Tour |
| Contact a Leasing Agent | Lock in a Great Rate | Tour Available Units |
| Discover Homes | Lock in a Sign-On Bonus | View Amenities |
| Discover [City] Living | Look at Floorplans | View Features and Amenities |
| Don't Miss These Apartment Specials | Make an Appointment | View Floor Plans |
| Don't Sign a Lease Until ____ | Meet Our Leasing Agents | Visit Us |
| | Now Leasing | |

Please reach out to the marketing department with any questions you might have!