

Marketing Plan

Southernside West Apartments

Greenville, South Carolina

Property Overview

Southernside West Apartments will be a Senior 55 and older housing development located in Greenville, SC. In order to reach qualified applicants, the Management Agent will utilize news and online media outlets, development and distribution of property brochures, contact with local community agencies, and signage on the premises. All Public Housing Agencies in the area will be contacted through marketing outreach to ensure any prospective on their waiting list who cannot provide housing will be allowed to apply for housing at the property. We will continually reach out to the Agencies until the property reaches 100% occupancy then annually thereafter to ensure the Agency and all prospects are informed of any vacancies. Rental information will be made available onsite for after-hours inquiries.

Marketing Goals

While striving to reach qualified occupancy in the least amount of time is one of the initial goals of this marketing plan, additional goals include:

- Reaching individuals 55 years of age or older;
- Reaching individuals 55 years of age or older who are currently on the waiting list for the local PHA;
- Reaching individuals 55 years of age or older who are least likely to apply; and,
- Reaching individuals 55 years of age or older who can benefit from the modifications incorporated in the apartments designed for physical or visual disabilities.

Although the goal is to reach individuals detailed above, application packets will be available to all interested parties. A Fair Housing poster will be placed in the property's leasing office as well as the Fair Housing logo included on all printed marketing.

Marketing Methods

News/Online Media

Advertisements will be placed in both the local newspaper and apartment guide during the initial lease up period and periodically during operations, as the management deems necessary. All advertisements will provide details on project address, contact information, unit sizes available, and other pertinent information. In addition to the print version of the local apartment guide, an online advertisement will also be developed.

Brochures

Brochures will be developed which detail unit and community amenities, rent levels, income restrictions, qualification process, project address, contact information, unit sizes available, and other pertinent information. These will be distributed to the Public Housing

Authority, local agencies which serve the specified, and available at the property's leasing office.

Distribution of Information to Local Agencies

Brochures will be distributed to the local Public Housing Authority for caseworkers and for placing in the lobby of the application intake area. The Management Agent will contact the local PHA at least three (3) months prior to the anticipated project completion date. The Management Agent will request a meeting with the Director of Section 8 in order to notify them of the availability of units and further property information. The Management Agent will continue to contact the Director of Section 8 and/or any appointed representative on a monthly basis to ensure households on their waiting list are made aware of initial or future unit availability.

Other local community agencies such as Department of Social Services, Social Security Administration, Department of Employment and Workforce, Community Action Partnerships, and churches will be contacted through mail and telephone to promote the apartment community. The Management Agent will also request a meeting with these agencies as appropriate.

All marketing materials will list the following amenities to further attract prospective residents: Private Balconies, Pantries in all Kitchens, Washer/Dryer in each unit, Fitness Center, Resident Club Room, and walking distance to Unity Park.

Signage on the Premises

At time of construction, a temporary sign will be erected which contains information regarding the project type, the name and phone number of the Management Agent, location of the temporary leasing office (if appropriate), and unit availability. Once permanent signage is erected, contact information for leasing will be included on the sign.

Additional Marketing Concerns

In order to assist in the optimum communication with applicants and members of the public that have sight or hearing impairments, the Management Agent will link with the Statewide Toll Free TDD number. The TDD number will be posted and will be included in all materials. The Management Agent will make all efforts to provide interpreters as appropriate for hearing impaired or ESL applicants.