

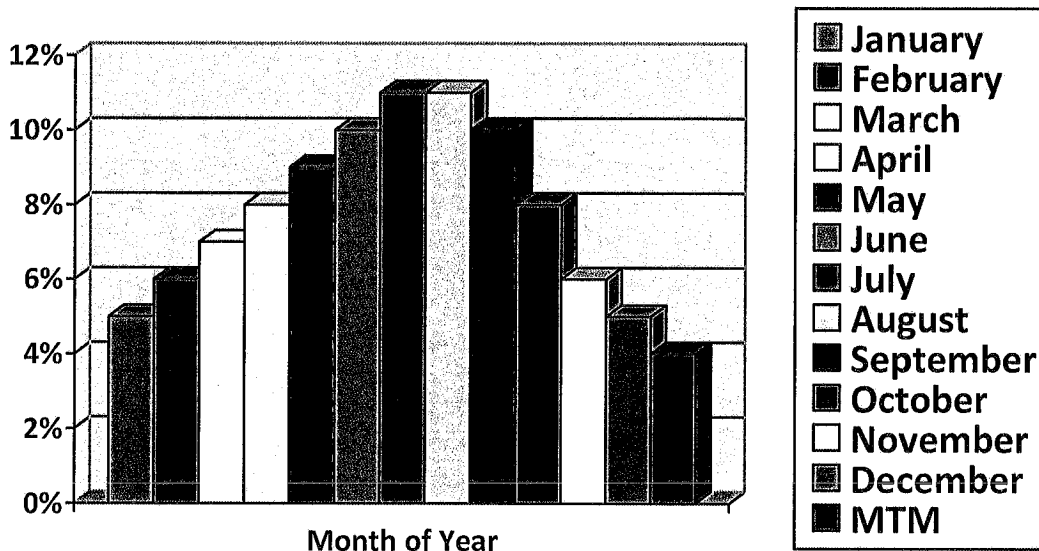
**Preston Park
Marketing Plan**

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**INTRODUCTION:
OBJECTIVES:**

For those seeking a unique living experience, Preston Park Apartments in Marina, CA offers spacious apartment homes with open landscaping and winding walkways, immediately connecting you to the natural surroundings. All of our community advantages and amenities make living here a rewarding experience. Make your move to Preston Park today!

1. Maintain stabilize occupancy at 97%
2. Maximize rental revenue through proactive management of rents and occupancy
3. Keep ATR below 5%
4. Be proactive in all marketing efforts, strategically addressing any challenges or forecasted events.

RECOMMENDED LEASE EXPIRATION PLAN

Marketing Goals:

1. Utilize innovative tactics within a comprehensive strategic marketing plan.
2. Consistently brand the property in all marketing communications.
3. Communicate the high level of customer service and quality that sets Alliance Residential Communities apart.

Prospect Conversion:

- Provide a take-home packet that will remind the resident about the living experience our community provides. Pertinent leasing information will also be included as well as:
 - A list of local conveniences including services, entertainment and discount coupons
- Follow up is essential; the communication points below outline the structure in which this will occur:
 - 1st: Immediately, an email (eResponse template) is sent to the prospect before the associate goes home for the evening. This includes information on how to lease online through liveatalliance.com.
 - 2nd: Within 24 hours, a call back to prospect is made.
 - 3rd: Within 24 hours, a personalized handwritten thank you note is sent to the prospect.
 - 4th: Three business days later, a follow up phone call is made as well as an email.
 - 5th: Five business days later, a personal phone call is made.
 - 6th: Ten business days later, a personal phone call is made.

Resources:

- Yardi: Yardi Voyager is Alliance's management software system that provides central accounting and management data in a single database. Alliance's Yardi system has been highly optimized to provide for significant reporting options that provide metrics which allow the properties management team to truly analyze activity and make strategic decisions for future activities.

Target Market:

- A) Geography** - Marina is centrally located between Monterey and Salinas. This location makes it an ideal location for commuters, and also to households that want to be close to the convenience and activity in Monterey, but enjoy the natural setting found in Abrams Park location. Because Marina and the adjacent submarkets are smaller, the community directly competes with other local cities such as Seaside, Del Rey Oaks, Pacific Grove, Salinas, and Monterey.
- B) The Audience** - The target audience reflects the designated market area (DMA) surrounding the community. When we clearly define the target audiences, the more effectively we can reach them. Consumers are more likely to respond to marketing when the information is relevant to them specifically. We welcome anyone who wants to live in our community and meets the qualifications.
 - a) Those living and working within reasonable geographical boundaries to our communities.
 - b) Employers located within reasonable geographical boundaries to our communities.
 - c) Current residents and/or employees.

Marketing Tactics

1. On-Site Marketing

A. Office and Ambiance – The tour and ambiance created for our prospects will have an impact on their perception of the community. Our goal is to maximizing positive messages at every communication point.

Leasing Office: A display within the leasing office will provide prospects information about the property if a leasing associate is touring or unavailable. It will contain information about amenities, online services, resident functions and floor plans.

B. Curb Appeal

Flowers & Landscaping – Color changes will be scheduled for three times during the year. Locations selected are meant to draw attention to monument and directional signs, office entries, augment the beautification efforts for all common amenity locations as well as the tour path. Flowers and other greenery promote lush landscaping around your community.

2. Advertising

A. Online Marketing:

a. Craigslist.com

1. This source is currently being utilized, but not in a consistent manner. Craigslist drives on a regular basis more than 50% of all Bay Area and Sacramento traffic, and is the most cost effective marketing source available at this time.
2. A minimum of three ads will be posted on a weekly basis unless ATR dictates advertising more frequently.
3. Ads will be removed every 72 hours as to avoid over exposure.

b. Rentlinx.com and Backpage.com

1. These sources are currently being utilized, but not in a consistent manner. Rentlinx.com offers free advertising space pushed out to multiple websites including Showmetherent.com and Hotpads.com. Backpage.com offers free listings on the rental housing link for the Monterey County Herald newspaper web site.

c. Social Media and Public "Blogs": In order to keep the community connected to Bridgeport Ranch, and ensure we are managing the communities web presence, we recommend joining and managing the following ILS Sites:

- a. Facebook
- b. ApartmentRatings.com
- c. Yelp

B. Internal Graphic Design – The internal graphic design department will be utilized to create all collateral material and make all updates to the listing on liveatallincc.com.

3. Community Development / Resident Retention

Building a sense of community is critical to maintaining strong relationships with our residents. This in turn will affect renewals and resident referrals. The retention program will begin the day of the prospects' initial visit and will last beyond the day that the resident moves out.

A. Resident Relations:

1. Initial visit – Time and care is taken with each prospect during their initial visit, the leasing process and throughout their stay with our community to ensure all needs and expectations are met.
2. "How Did We Do?" Service Cards – When the resident calls in a maintenance request, cards are placed inside the apartment home along with the copy of the maintenance request that simply asks "how did we do?"
3. Service Request Follow Up – Telephone calls will be made within three days to the resident to follow up on all service requests.

B. Resident Functions - Gatherings that engage our residents and build community will be held throughout the year.

- a. Breakfast on the Go
- b. Community BBQ
- c. Ice Cream Social
- d. Halloween Candy Give-Away
- e. Thanksgiving Turkey Dinner Give-Away
- f. Toys for Tots Donation Drive

4. Tracking and Measurement: We will measure success through a combination of results. It is essential to consistently and accurately track all traffic leads by uploading this information into Yardi. Every phone call, email and walk-in traffic must be entered correctly into Yardi.

- a. Foot traffic: Leasing consultants will be inquiring about the source that directed the potential resident to the property.
- b. Phone Leads: Track the conversions from calls to walk in traffic and ultimately leases.