Property management and apartment communities are one of the strongest verticals for a commercial printer because they have **constant turnover, recurring marketing needs, signage requirements, resident communication needs, and multiple locations**.

The key is to stop selling "printing" and become the **outsourced marketing and property branding partner**.

Your positioning:

"We help apartment communities attract new residents, improve resident experience, and maintain consistent branding across every property — without managing multiple vendors."

Your ideal customer:

- Regional property management companies
- Apartment ownership groups
- Multifamily developers
- Luxury apartment communities
- Student housing communities
- Senior living communities

Ideal size:

- 5–100 properties
- 100+ units per property
- Marketing team or regional operations team

90-Day Property Management Marketing Plan

Revenue Goal

Build a pipeline capable of producing:

- 300 targeted property management prospects
- 50 direct conversations

- 25 property audits
- 10 proposals
- 3–5 new accounts

Target account value:

Account Type	Potential Annual Value
Single apartment community	$5,000–$25,000
Regional management company	$50,000–$250,000
Developer relationship	$100,000+

DAYS 1–30: FOUNDATION & POSITIONING

Week 1: Create Your Property Marketing Package

Create a dedicated offering:

Apartment Marketing & Print Solutions Program

Break it into five categories:

1. Leasing & Occupancy Marketing

Products:

- New resident direct mail campaigns
- Move-in specials postcards
- Neighborhood mailers
- Referral campaigns
- Event invitations
- Brochures
- Floor plan sheets
- Leasing packets
- Presentation folders

The sales angle:

"How are you currently generating traffic when occupancy drops?"

---

2. Property Signage Program

Products:

- Monument signs
- Directional signage
- Leasing office signs
- Window graphics
- Amenity signs
- Pool signs
- Parking signs
- Construction signage
- Banners

Sales angle:

"We help communities maintain professional, consistent signage without multiple vendors."

---

3. Resident Experience Program

Products:

- Welcome packets
- Resident handbooks
- Door hangers
- Community newsletters
- Event materials
- Pool party signage

- Resident appreciation materials

Sales angle:

"Resident retention improves when communities create a better experience."

---

4. Employee Branding Program

Products:

- Staff polos
- Jackets
- Embroidered apparel
- Name badges
- Event shirts

---

5. Property Opening Program

This is a major opportunity.

New communities need:

- Grand opening banners
- Construction signs
- Leasing collateral
- Mail campaigns
- Event signage
- Promotional items

New developments can become six-figure accounts.

Week 2: Build Your Target Database

Create a list of 500 prospects.

Prioritize:

Tier 1

Regional property management companies:

- 10+ communities
- Multiple states
- Dedicated marketing department

Tier 2

Luxury apartment communities:

- Class A apartments
- New construction
- High-income markets

Tier 3

Developers:

- Multifamily developers
- Real estate investment groups

Target contacts:

Corporate

- VP Marketing
- Director of Marketing
- Chief Operating Officer
- Regional Property Manager
- Director of Operations

Individual Properties

- Property Manager
- Community Manager
- Leasing Director

Week 3: Create Your Competitive Advantage

Most printers send:

"Hi, we do printing."

You send:

Free Apartment Marketing Audit

Review:

- Website leasing experience
- Google reviews
- Community branding
- Current signage
- Resident materials
- Marketing consistency

Deliver:

"5 opportunities to improve leasing and resident experience."

Week 4: Build Your Sample Kit

Create an impressive physical package.

Include:

Leasing Kit

- Luxury brochure
- Postcard
- Floor plan sheet
- Folder

Signage Kit

- Monument sign sample

- Window graphic sample
- Directional sign sample

Resident Experience Kit

- Welcome packet
- Event flyer
- Newsletter

Package title:

"Apartment Community Marketing Toolkit"

Send 25–50 per month.

DAYS 31–60: OUTBOUND CAMPAIGN

Daily Sales Activity

Monday-Friday:

Calls

25/day

Emails

25/day

LinkedIn

10/day

Sample packages

5/week

The Prospecting Script

Do NOT say:

"Are you looking for printing?"

Instead:

"Hi Sarah, this is Todd with ABC Printing. We work with apartment communities helping them reduce the hassle of managing signage, leasing materials, direct mail and resident marketing. I was looking at your properties and noticed you manage several communities. I'm curious, do you handle those materials internally or does each property manage them independently?"

The goal:

Find the pain.

The 7-Touch Campaign

Touch 1

Email introduction

Touch 2

Phone call

Touch 3

LinkedIn connection

Touch 4

Send Apartment Marketing Toolkit

Touch 5

Call referencing package

Touch 6

Send case study/example

Touch 7

Offer free marketing audit

DAYS 61–90: CONVERT & EXPAND

Now focus on turning conversations into accounts.

Create the Property Print Assessment

Meeting agenda:

Step 1:

"What materials do your properties purchase regularly?"

Step 2:

"How many vendors do you currently manage?"

Step 3:

"Which locations create the most headaches?"

Step 4:

"Are all properties using consistent branding?"

Step 5:

"What happens when you need something quickly?"

Create Three Service Levels

Option 1: Community Essentials

$500–$1,500/month

Includes:

- Business cards
- Flyers
- Resident materials
- Basic signage

Option 2: Marketing Partner

$2,500–$5,000/month

Includes:

- Print management
- Direct mail

- Signage
- Events
- Apparel

Option 3: Portfolio Partner

$10,000+/month

Includes:

- Multiple properties
- Centralized ordering
- National programs
- New development support

Account Expansion Strategy

Your first order is the entry point.

Example:

They buy:

$2,000 in leasing brochures.

Ask:

"Besides leasing materials, who handles your signage, resident events, apparel and direct mail?"

You expand.

A $2,000 customer becomes:

- $5,000 signage
- $10,000 direct mail
- $5,000 apparel
- $10,000 annual print

Weekly Scorecard

Track:

Activity	Weekly Goal
New prospects added	50
Calls	125
Emails	125
LinkedIn connections	50
Conversations	25
Meetings	5
Audits completed	2
Proposals	2

The Fastest Path to Revenue

If I were launching this vertical for your printing company, I would not start with individual apartment managers.

I would target:

1. **Regional property management companies**
2. **Apartment developers**
3. **Luxury apartment communities**

because one relationship can unlock dozens of properties.

The biggest opportunity is creating a **"one vendor solution"** where you replace 3–5 existing suppliers.

Your advantage is that you already offer the combination most printers cannot easily bundle:

commercial print + signs + apparel + direct mail.