

Ten Things to Keep Residents Connected BY KATE SWOPE PEABODY COMPANIES



In normal circumstances, a robust resident services program is critical for stable occupancy levels in rental communities. But 2020 proved that offerings provided by resident services may literally be lifesaving.

1. Weekly wellness calls. This is a great place to start, and they give residents a chance to hear a friendly voice and help alleviate feelings of isolation. These are geared more toward seniors and vulnerable residents, and the calls may provide an opportunity for early intervention for a resident in need, either through services or referrals.

2. Resident resource guide. This should be all-encompassing, including information on community resources, health and medical services, food assistance, social isolation tools, emergency services, and the latest COVID-19 information. Our guide is available online and is printed and provided to each resident.

3. Weekly newsletters. These offer another way for residents to stay connected with the community by focusing on lighter updates, such as resident or employee spotlights or birthday greetings.

4. Virtual video-based programming. Technologies like Zoom or Google Meet allow others to see familiar faces and warm smiles. Programming like poetry groups, bingo and exercise works great in this manner.

5. Smartphone-based programming. For some who find it easier using a smartphone, FaceTime and WhatsApp are other tools that provide engagement—whether through trivia games, coffee hours or tech support.

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Member of the Month

Talia Patterson, with Weigand-Omega Management, Inc, is the current Community Manager with Polo Club Apartments. She is beginning her 5th year in the multifamily housing industry after coming from 10 years in the hospitality industry where she spent managing and overseeing hotels in the Wichita area. After spending time with both, she has found many similarities between the two.

In both areas, it begins with providing great customer service, which is something she truly loves. “Building personal connections with my residents makes them feel at home and knowing that I play an important role in that makes me feel pride in my job.” But her favorite part, in either industry, has always been her co-workers. “Having a good team can make or break you, and I feel lucky enough that at every property I have been at, I have been surrounded by an excellent team. We like to have fun, but get the job done, and I am so grateful to work with such awesome people.”

Talia enjoys many facets of the AAGW after getting involved in 2016. “It is great that we can attend courses that offer Continuing Education Credits and additional trainings for my team and myself to grow our skills and knowledge. I love being able to meet with others, share best practices, and have a community of people who understand the challenges and the positive aspects of the multifamily industry. I think a lot of effort goes into making the AAGW something that is truly useful for all members and love that we have opportunities to care about our community.”

Congratulations on your successes, Talia, and we are happy you decided to stay with multifamily!



Talia Patterson
Polo Club Apartments



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6. Phone conference calls. For residents without internet access, phone-based programming involving the use of a conference line allows for residents to engage with each other for social or educational programming.
7. 'At-home-together' programming. More of a hybrid in-person and virtual event, this kind of activity could include scavenger hunts, weekly food banks or a sidewalk chalk art contest. Community meals are great for this too, providing residents a "BBQ in a box" delivered to their door, for example.
8. Seasonal activities. Seasons and holidays provide a great opportunity to keep your residents engaged and is critical during times when they may be feeling more isolated than ever. Doing things like holding a pumpkin "Guess My Weight" contest or distributing construction paper, doilies and glue sticks to make personalized valentines are great activities.
9. Music series. In warmer months, consider live music being played outside for residents to open their windows to enjoy. And in the cooler months, offer virtual concerts that feature residents or staff taking turns playing instruments from the safety of their own homes via Zoom, or pre-recorded concerts available over Zoom or a community access television station.
10. Overall wellness. Holding health clinics will make it easier for residents to get flu shots or the COVID vaccine, which obviously goes a long way toward keeping them safe and healthy. And don't forget the focus on mental health, by providing clinics that offer stress-reduction and coping strategies. Strong resident services programming benefits everyone, in good times and in bad. As we hope for better days ahead, let's all work hard to make the more challenging days a bit easier to bear with a strong network of services for all residents.



Please help welcome one of the AAGW's newest supplier partners, Lowe's PRO Services!

Developed in 2018 with property management and facility maintenance professionals in mind, Lowe's PRO services provides an enhanced website for 'Pros' to quickly find the products they need for their jobsite or property with easy navigation. When shopping online, inventory levels at local stores are clearly displayed assuring you can get the materials needed before heading out.

Our local PRO Sales Manager, Steve Klein, has jumped right into getting involved, already attending both our new member luncheon and last month's Reverse Trade Show. He looks forward to attending other upcoming events and having the chance to meet with many of our great members and helping them with their needs.

UPCOMING EVENTS

Thursday, April 8th, 11:30 am - 1:00 pm

Furniture Options
Board of Directors Meeting

Friday, April 16th, 3:00 pm - 5:00 pm

Chicken N Pickle
AAGW/NAAPAC Cornhole Tournament

April 20th & 21st, 8:00 am - 5:00 pm

BrightWater Bay
NSPF Certified Pool Operator Seminar & Exam

Wednesday, April 21st, 12:00 pm - 1:00 pm

Farmers Insurance District Office
Suppliers Council Meeting

Wednesday, April 28th, 4:00 pm - 6:00 pm

Farmers Insurance - Katherine Sanneman Agency
AAGW Supplier Meet & Greet Event

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