

Oregon Housing and Community Services Marketing Report

Month: _____ Year: _____

Property: _____

Location: _____ County: _____

This property is currently experiencing vacancy levels that are at or higher than 10%. Provide the following required information that clearly demonstrates the month's activities conducted to actively market this property and describe the issues presented that appear to hinder full occupancy.

CURRENT ADVERTISING & MARKETING METHODS

Provide details regarding the current methods used to actively market this property:

Type	Name	Date Placed	Duration of Advertisement	Audience/Locations Reached
Newspaper				
Senior Center				
Social Service Agency				
Senior Publication				
Other Publication				
Internet				
Other:				

The following Staff Persons are responsible for the marketing of this property:

Describe Staff person's marketing experience/credentials:

MARKETING ACTIVITY RESULTS

1. Describe results of current marketing efforts & plans to increase occupancy for this property:

2. Are applicants surveyed regarding marketing-what attracted them to this property? Yes No

3. Describe how applicants find out about this property:

4. Describe future marketing plans and if any changes to current marketing efforts will be made:

5. Other:

Provide info for this month's marketing/outreach:

TYPE	NUMBER	Results:
New Applications		
Property Visits-Tours		
New Contacts/Inquiries		
Other:		

Indicate the reason/s for applicant's choice to not move-in:

- Cost
- Service level needs (too high or low)
- Resident services not sufficient
- Property does not meet expectations
- Applicant did not like the property
- Location of property
- Other: _____
- Other: _____

Have you completed a market study to compare this property to others in the area?

Describe results: _____

PROPERTY ANALYSIS

1. Number of units currently rented to low-income residents: _____

2. Vacant units: _____

Number of vacant units: _____

Number that are ready for occupancy: _____

Average length of time to re-rent a unit (vacate to occupancy): _____ days/weeks/months

3. What factors contribute to the current high vacancy rate?

___ Security Problems

___ Rents too high

___ Inadequate marketing

___ Property Reputation

___ Poor Maintenance

___ Bedroom size available

___ Location

___ Lack of demand

___ Non-competitive amenities

___ Other: _____

4. Based on factors identified above, what actions are being taken to resolve the issues/s?

5. Describe management's system for timely preparation of vacant units?

6. What is the average amount of time it takes to prepare a vacant unit for occupancy? _____ days

7. How many units require substantial turnover to make rent ready in the past month? _____ number

Describe: _____