



International Year of  
**COOPERATIVES 2012**

# Marketing Your Co-op 2012 NAHC Conference

Learn how to promote your co-op and get its name in print

Best practices and tips for  
marketing your co-op



Presented by   
CSI SUPPORT & DEVELOPMENT  
*Affordable Rental Communities for Seniors*  
Visit us at [www.csi.coop](http://www.csi.coop)

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# Many Ways to Market (And some ways are free!)

- Word of mouth
- Curb appeal
- Open houses
- Community outreach
- Newspapers, printed ads
- Television, radio
- Internet, website and social media
- Press releases
- Think like Walt Disney



# Market the Uniqueness of the Co-op

- What does your co-op have to offer?
  - Location
  - Amenities
  - Activities, events
  - Opportunities to participate
- Let people know what is available
- Market the character of your co-op
- Share the co-op way of life



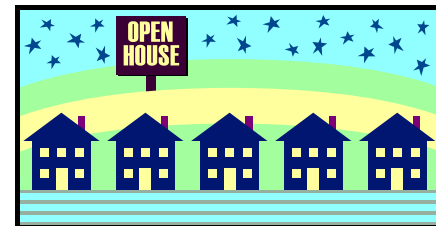
# Word of Mouth

- The largest, most common form of advertising
- Negative or positive?
- Free!
- What do you say about your co-op? Watch what you say because someone may be listening...



# Curb Appeal, Open Houses

- Does your co-op have curb appeal?
  - Signage
  - Landscaping
  - Maintenance
- Hold an open house
  - Flags, banners, balloons
  - Maintenance (again!)
  - Welcoming?
  - Tours of common areas, **model unit** or vacant unit



# Community Outreach

- Create a PR task force
- Identify community organizations
  - Senior centers
  - Social clubs
  - Housing groups
  - Chamber of Commerce
- Contact them
  - Presentation
  - Flyers
  - Information sheets
- Continue to build relationship!



# Newspapers, Publications

- Local newspapers and magazines
  - Paid advertising (What can you afford?)
  - Be a feature article writer
  - Press releases
  - Sponsor newsworthy events
  - Invite reporters
- Creative flyers
  - Design and print in-house
  - Showcase what makes your co-op special
  - Distribute to community



# Television, Radio

- Paid advertising
- Free advertising on local cable stations
  - Identify your message
  - Make it interesting
  - Be creative!
- Sponsor newsworthy events, invite reporters





# Internet, Website and Social Media *Ride the Information Highway*

- Create a website and keep it fresh, informative
- Reach those that aren't being reached
- Many generations are internet savvy and it's a huge market that needs to be utilized!



craigslist

You Tube



# Fair Housing & Marketing



- Affirmative Fair Housing Marketing Plans
- Fair housing posters
- Equal housing opportunity symbol—don't forget it! (And make sure it is the right size)
- Be careful you do not use words in your ads that will get you into trouble
- Don't rely on internet services to follow fair housing laws—the liability lies with the co-op
- <http://www.hud.gov/offices/fheo/library/part109.pdf>

*Equal Housing Opportunity Statement: We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.*

