

# Messaging & Specials

Connect with residents, engage with prospects, and streamline communication.

Incentive	Layouts	Date Range	Source
1 Month Free	All Units	Sep 28 – Oct 30 '24	ResMan
Free Parking	All Units	Ongoing	Sara Chen
\$100 Off	1BR 2BR	Sep 15 – Dec 30 '24	Gianna Smith
Move-In Credit	All Units	Ongoing	ResMan

Resident Messaging lets property managers send targeted, multimedia bulk messages across single or multiple properties, with filtering by lease status and integrated marketing campaigns through EliseCRM. Every interaction is logged for easy tracking, ensuring residents stay informed and prospects engaged.



## Targeted Resident Outreach

Easily filter residents by lease status to send relevant updates, ensuring your messages reach the right people at the right time.



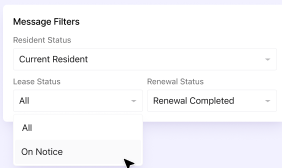
## Engaging Multimedia Messaging

Enhance communication by including images and videos in bulk messages, creating a more engaging and informative experience for residents.



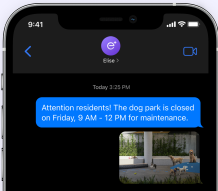
## Seamless Regional Communication

Streamline updates by sending mass messages across multiple properties, keeping residents informed with consistent regional information.



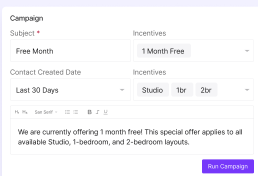
## Filtered, Multi-Property Messaging

Send bulk updates across multiple properties for regional notices or alerts, with the option to filter recipients by renewal and lease status for targeted messaging. All communications are logged in Activity, making it easy to track and review outreach efforts.



## Multimedia Message Attachments

Enhance your messages by adding images and videos to share updates, maintenance tips, or announcements in a more engaging format. This multimedia feature creates an interactive experience for residents, going beyond plain text.



## Integrated Prospect Marketing Campaigns

Use EliseCRM to launch targeted marketing campaigns to prospects, promoting specials and incentives for available units. Track all campaigns and interactions within EliseCRM, simplifying follow-up and boosting lead engagement.