

Join Us Now...



CUSTOMER LOYALTY 6 Reasons to Resuscitate the Pen and Paper

© Copyright 2017. All rights reserved.

The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over 30 years

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
 - ❖ Ratings & Reviews
 - ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

© Copyright 2017. All rights reserved.

Thank you for joining us today!
Want to learn more?



Danielle Walker
Director of Sales & Marketing
Ellis Partners in Management Solutions
Edge2Learn
dwalker@epmsonline.com
847-707-2472

Facebook.com/EllisManagementSolutions
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn
Twitter.com/Edge2Learn

© Copyright 2017. All rights reserved.



Join Us Now...

CUSTOMER LOYALTY 6 Reasons to Resuscitate the Pen and Paper

© Copyright 2017. All rights reserved.

MEET YOUR SPEAKER

Maria Lawson



- Maria Lawson is a 25+ year apartment industry veteran
- Maria started as a Leasing Consultant and worked her way up to a VP of Marketing and Training at Lincoln Property Company
- She is currently the VP of Training and Development for Ellis Partners in Management Solutions
- She handles content development of a wide variety of multifamily industry training programs related to lead conversion, resident retention, and customer loyalty.
- Maria is a coffee addict.

© Copyright 2017. All rights reserved.

When was the last time you received a handwritten note in your personal mailbox?



© Copyright 2017. All rights reserved.

Unlike email, handwritten notes are unusual. They take minutes (or hours) to draft, each word carefully chosen with no “undo” or “autocorrect” to fall back on. Drafting one involves selecting stationery, paying for stamps, and visiting a mailbox. *They indicate investment, and that very costliness indicates value.* If, as the U.S. Postal Service notes, we only receive a handwritten letter once every two months, each of those letters likely means more to us than the “cheaper” communication we receive each day.

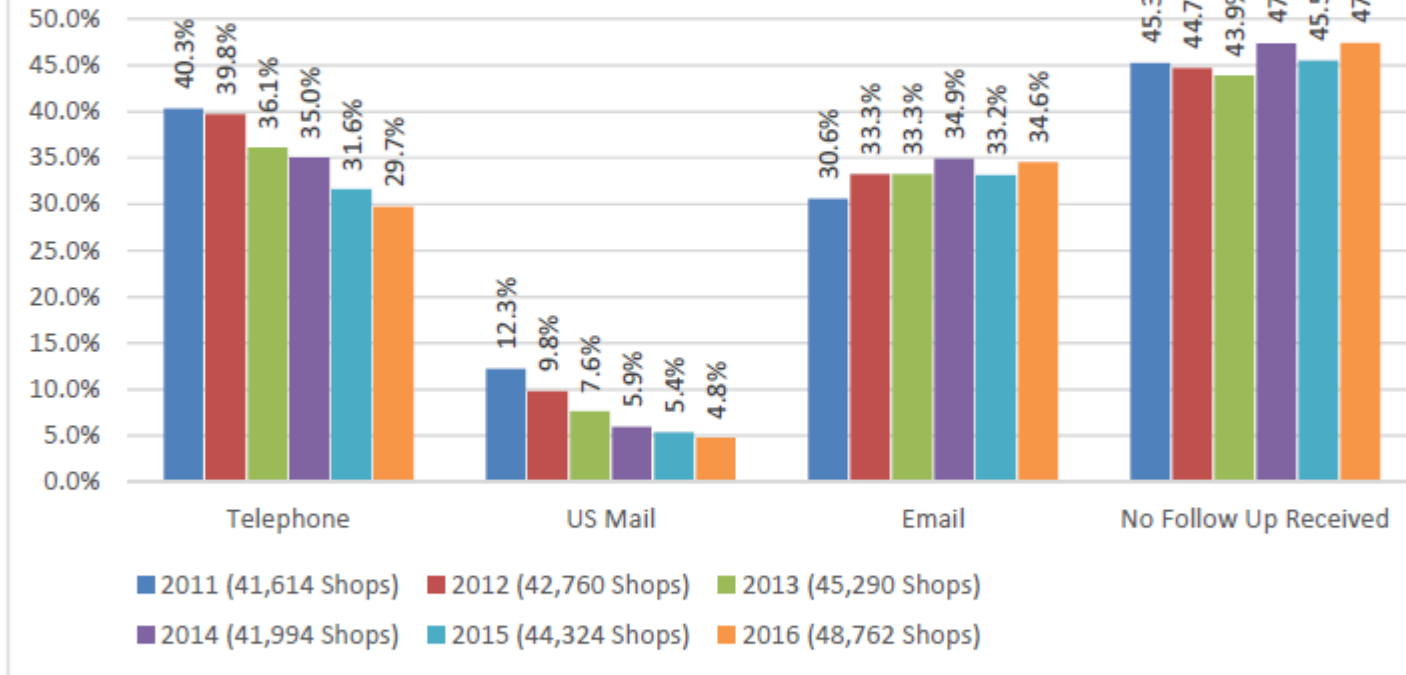
–Harvard Business Review



...she wrote me a letter

© Copyright 2017. All rights reserved.

Follow-up Statistics: 2011 - 2016



© Copyright 2017. All rights reserved.

IT'S PERSONAL

Reason #1

IT'S A LOST ART

Reason #2

IT SPEAKS SERVICE

Reason #3

IT'S A DIFFERENTIATOR

Reason #4

IT CONVEYS VALUE

Reason #5



@ h e x _ b r a n d

13,000 Handwritten Thank You
Notes



**6 IDEAS THAT WILL MAKE
YOUR THANK YOU
MEMORABLE**

1. Keep it short and simple.
2. Write like you speak.
3. Mail it out no later than the next morning.
4. Insert your business card.
5. Ask another team member to sign it.
6. Just do it!

**6 IDEAS THAT WILL MAKE
YOUR THANK YOU**

MEMORABLE



Questions?



Upcoming Webinar



Presenter: Misty Sanford

What to Say When You Follow Up
Thursday, September 7, 2017
1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

Thank You for joining The Ellis Companies!

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching



Danielle Walker
Director of Sales & Marketing
dwalker@epmsonline.com
847-707-2472

Facebook.com/EllisManagementSolutions
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn
Twitter.com/Edge2Learn

© Copyright 2017. All rights reserved.