



BRAND AWARENESS

"Your brand is what people say about you when you're not in the room."

- Jeff Bezos, Founder of Amazon



WHAT DO WE WANT TO BE KNOWN FOR?

Subject
Matter
Experts

Proud
of our
People

Operational
Structure
Covers
Property
Needs

Care About
Community/
Environment

HOW ARE WE CONVEYING THIS TO OUR AUDIENCE?

Content

- Social Media
- Blogs
- Newsletters
- Press Releases

Campaigns

- "Planned Has You Covered."
- Property-Specific Campaigns

Events

- Service Day
- Trade Shows
- Lunch & Learns

Experiences

- Our Product/Service

BRAND AWARENESS | CONTENT: FACEBOOK



Planned Companies
Published by Jillian O'Connor [P] · March 16 · [L]

"Customer service is just a day in, day out ongoing, never ending, unremitting, persevering, compassionate, type of activity." - Leon Gorman



453 people reached

Like Comment Share

Darryl Brooks, Denise Turner and 17 others

1 share

Write a comment...

Like Comment Share

Darryl Brooks, Denise Turner and 17 others

1 share

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · May 12 · [L]

Thanks to all who stopped by our booth at the NJ Cooperator Expo yesterday! We hope to see you again at the NJAA Expo in a couple of weeks.



Planned Companies Exhibits and Presents at NJ Cooperator Expo
Daniel Reilly (Director of Business Development), Jillian O'Connor (Marketing & Communications Manager), Paula Stefan (VP of Business).

763 people reached


Like Comment Share

Ahmed Bensaad, Michael B. Glover Sr. and 29 others

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · April 13 · [L]

Spring cleaning isn't just a one-time deal. It's ongoing if you want to keep your space sparkling. Check out this great article from Good Housekeeping to learn how to make your own green cleaning products.



964 people reached

Like Comment Share

Sofia Koleci, Rob Francis and 25 others

1 share

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · May 20 · [L]

Excited to see that the Philadelphia market is rising... literally!



Map: High-Rises Under Construction in Philly
It seems like the Philly skyline changes almost daily, with plenty of cranes rising and towers being topped off. This map may help wrap your head around the mind-boggling amount of construction that's taking place throughout the city.

PHILLY.CURBED.COM | BY CURBED PHILLY

327 people reached

Like Comment Share

Federica Tippelt, Charlie Ramirez and 20 others

1 share

Write a comment...

Like Comment Share


Federica Tippelt, Charlie Ramirez and 20 others

1 share

Write a comment...

Planned Companies with Morris Habitat for Humanity Fan Page
Published by Jillian O'Connor [P] · April 26 · [L]

Service Day Spotlight: Morris Habitat for Humanity | The Planned team worked with Habitat for Humanity to help build a 5-plex in Morris County. Tasks included painting, scaffolding, tiling, landscaping, various installations, and much more. "It is great to give back to the communities that have given so much to us," shared Dino Iuliano, EVP of PLS/PSS about his Service Day experience. Thank you Morris Habitat for Humanity Fan Page for an incredible day, we look forward to serving with you again soon!



1,700 people reached

Like Comment Share

Brenda Lee Pozok, Linda Traynor Olay and 38 others

Top Comments · Write a comment...

Morris Habitat for Humanity Fan Page Thank you Planned Communities! Awesome work!
Unlike · Reply · Message · 1 · April 28 at 6:19am

Kate Zemio Shpendy right in the middle- I love it!
Unlike · Reply · Message · 1 · April 26 at 8:31pm

Like Comment Share

Brenda Lee Pozok, Linda Traynor Olay and 38 others


Top Comments · Write a comment...

Morris Habitat for Humanity Fan Page Thank you Planned Communities! Awesome work!
Unlike · Reply · Message · 1 · April 28 at 6:19am

Kate Zemio Shpendy right in the middle- I love it!
Unlike · Reply · Message · 1 · April 26 at 8:31pm

Planned Companies
Published by Jillian O'Connor [P] · June 27 at 10:36am · [L]

Fourth of July is just one week away! Between barbecues, fireworks, and festivities, you likely have your hands full this holiday. Let us help protect your property by providing temporary security services such as fire watch, event security, roving and/or foot patrol and more. Call us today to speak with one of our security experts, who can suggest services tailored to your building's specific needs: 1-888-706-8600. We look forward to protecting your property!



Reach Even More People
You can view your results and add budget to get more likes, comments and shares.

2,132 people reached

Like Comment Share

Felicia Griffin, Misa Peña and 99 others

1 share

Write a comment...

Like Comment Share


Felicia Griffin, Misa Peña and 99 others

1 share

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · February 22 · [L]

Exciting news for our New York market: SHoP Architects, the firm who designed Brooklyn's Barclays Center, has now provided plans for a 73-story building which would be Brooklyn's tallest tower by far. Once completed, the building would also offer at least an additional 500 rentals to the area!



73-Story Tower Would Be Brooklyn's Tallest by Far
The building, which would rise beside Javits's Restaurant on Delancey Avenue in Downtown Brooklyn, would be almost twice as high as anything around it.

NYTIMES.COM | BY MATT A.V. CHABAN

620 people reached

Like Comment Share

Rick Silk, Judy Clickner and 23 others

Top Comments · Write a comment...

James Wahwassuck NICE YOU'RE POSTING AGAIN
Unlike · Reply · Message · 1 · February 23 at 6:29am

John D Hill Wow
Unlike · Reply · Message · 1 · February 23 at 3:41pm

Like Comment Share

Rick Silk, Judy Clickner and 23 others

Top Comments · Write a comment...

James Wahwassuck NICE YOU'RE POSTING AGAIN
Unlike · Reply · Message · 1 · February 23 at 6:29am

John D Hill Wow
Unlike · Reply · Message · 1 · February 23 at 3:41pm

Planned Companies
Published by Jillian O'Connor [P] · June 20 at 10:02am · [L]

Congratulations to Albert Kasned, who took home the following awards at NAA's National Maintenance Mania Championship:
1st Place - Motorola Race Car Competition
2nd Place - Kidde Fire & Carbon Monoxide Safety Installation
Check out the link below for more Maintenance Mania photos, courtesy of National Apartment Association.



1,162 people reached

Like Comment Share

Luciano Fantini, Vickie Randolph and 23 others

Top Comments · Write a comment...

Briana Chapman Congrats Al!
Unlike · Reply · Message · 1 · April 5 at 4:03pm

Vickie Randolph Congratulations
Like · Reply · Message · June 21 at 4:23pm

Like Comment Share

Luciano Fantini, Vickie Randolph and 23 others


Top Comments · Write a comment...

Briana Chapman Congrats Al!
Unlike · Reply · Message · 1 · April 5 at 4:03pm

Vickie Randolph Congratulations
Like · Reply · Message · June 21 at 4:23pm

Planned Companies
Published by Jillian O'Connor [P] · March 23 · [L]

We are proud to service the historic Puck Building in Manhattan. Can you name which Shakespeare play Puck, the gold statue above the building's entrance, is featured in?



A. Macbeth
B. A Midsummer Night's Dream
C. The Taming of the Shrew... See More

852 people reached

Like Comment Share

Darryl Brooks, Tatiana Oliveira Stewart and 23 others

Top Comments · Write a comment...

Gargia Karlous Amid summer nights dream
Unlike · Reply · Message · 1 · March 24 at 1:46pm

John Scapano B
Unlike · Reply · Message · 1 · March 23 at 11:37pm

Like Comment Share

Darryl Brooks, Tatiana Oliveira Stewart and 23 others


Top Comments · Write a comment...

Gargia Karlous Amid summer nights dream
Unlike · Reply · Message · 1 · March 24 at 1:46pm

John Scapano B
Unlike · Reply · Message · 1 · March 23 at 11:37pm

Planned Companies
Published by Jillian O'Connor [P] · April 4 · [L]

Property Managers, are you fully taking advantage of your outdoor potential when it comes to amenities? By simply better utilizing your lawn, patio, and/or even your parking lot, you can treat your residents to a whole new level of luxury and leisure this summer.



Affordable Amenities That Amp Up Your Outdoor Space
Are you fully taking advantage of your outdoor potential when it comes to amenities? You don't need to spend a lot of money or...

PLANNEDCOMPANIES.COM

1,198 people reached

Like Comment Share

Mire Karamanaga, Deborah Staton Snowden and 44 others

Top Comments · Write a comment...

Vickie Randolph Very nice, Amen.
Unlike · Reply · Message · 1 · April 5 at 4:03pm

Judy Wilson-edwards Is this on your patio?
Like · Reply · Message · April 5 at 5:53pm

Like Comment Share

Mire Karamanaga, Deborah Staton Snowden and 44 others


Top Comments · Write a comment...

Vickie Randolph Very nice, Amen.
Unlike · Reply · Message · 1 · April 5 at 4:03pm

Judy Wilson-edwards Is this on your patio?
Like · Reply · Message · April 5 at 5:53pm

Planned Companies
Published by Jillian O'Connor [P] · March 14 · [L]

Maintenance Tip: Make a habit of replacing the batteries in all smoke detectors and carbon monoxide sensors every time you change the clock for Daylight Saving Time. This will help to ensure your residents, staff and property stay protected year round!



494 people reached

Like Comment Share

Darryl Brooks, Tatiana Oliveira Stewart and 23 others

Top Comments · Write a comment...

Paul De Fonte Steve!!!
Unlike · Reply · Message · 1 · March 15 at 10:14pm

John Scapano B
Unlike · Reply · Message · 1 · March 16 at 12:57am

Like Comment Share

Darryl Brooks, Tatiana Oliveira Stewart and 23 others

Top Comments · Write a comment...

Paul De Fonte Steve!!!
Unlike · Reply · Message · 1 · March 15 at 10:14pm

John Scapano B
Unlike · Reply · Message · 1 · March 16 at 12:57am

Planned Companies
Published by Jillian O'Connor [P] · June 3 · [L]

Trivia Time! Can you name the US city that hosted the world's first high-rise?



A. Chicago
B. New York
C. Boston... See More

1,415 people reached

Like Comment Share

Jack Hunter, Danielle Jones and 23 others

Top Comments · Write a comment...

Planned Companies The correct answer is: Chicago! The Home Insurance Building opened in 1884, standing 10 stories tall. Thanks to all those who played!
Like · Reply · Commented on by Jillian O'Connor [P] · June 6 at 8:39am

Sonia Rios Chicago
Unlike · Reply · Message · 1 · June 4 at 10:33pm

Like Comment Share

Jack Hunter, Danielle Jones and 23 others

Top Comments · Write a comment...

Planned Companies The correct answer is: Chicago! The Home Insurance Building opened in 1884, standing 10 stories tall. Thanks to all those who played!
Like · Reply · Commented on by Jillian O'Connor [P] · June 6 at 8:39am

Sonia Rios Chicago
Unlike · Reply · Message · 1 · June 4 at 10:33pm

Planned Companies
Published by Jillian O'Connor [P] · April 19 · [L]

Get Your Property in Shape for Summer (Blog)



620 people reached

Like Comment Share

Venus Easter, Arlyn Wray and 20 others

Write a comment...


Like Comment Share

Venus Easter, Arlyn Wray and 20 others

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · June 23 at 4:21pm · [L]

Just finished Boot Camp: Day One with the PLS/PSS team, which featured an incredible interactive presentation from Blanca Cobb-Body Language Expert. Great job, team - and thank you, Blanca!



1,056 people reached

Like Comment Share

Josh Donald, April Tallner and 28 others

Write a comment...


Like Comment Share

Josh Donald, April Tallner and 28 others

Write a comment...

Planned Companies
Published by Jillian O'Connor [P] · June 9 at 3:08pm · [L]

Shaping up for summer doesn't just refer to personal fitness; prepping your property is equally as important. Check out this workout to strengthen and tone your outdoor assets this season.



Get Your Property in Shape for Summer (Blog)

PLANNEDCOMPANIES.COM

620 people reached

Like Comment Share

Venus Easter, Arlyn Wray and 20 others

Write a comment...

Like Comment Share

Venus Easter, Arlyn Wray and 20 others

Write a comment...

Posts include: Informational blogs | Industry articles | Industry trivia | Events (pre/live/post) | Service offerings | How-to's & tips | Employee spotlights | Property spotlights | Testimonials | Service Quotes

BRAND AWARENESS | CONTENT: FACEBOOK - GROWTH



CURRENT STATE:
3,753 FOLLOWERS
(95% increase from 7/2015)



COMPARISON OF
4TH OF JULY POST,
2015 VS. 2016
(7,514% increase)

Pages to Watch
 Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Complete Care Maintena...	6.8K	▼0.1%	6	3
YOU				
2 Planned Companies	3.7K	▲0.8%	7	172
3 FirstService Residential...	1.7K	▲0.2%	4	21
4 United Building Mainten...	991	0%	1	0
5 FirstService Residential...	501	0%	6	4
6 Done-Right Contracting ...	226	0%	0	0
7 Impressive Building Mai...	188	▲0.5%	2	0



CURRENT
COMPARISON
TO SIMILAR
COMPANIES

Post Details

Reported stats may be delayed from what appears on posts

Planned Companies
 Published by Jillian O'Connor [?] · June 27 at 10:36am · 🌐

Fourth of July is just one week away! Between barbecues, fireworks, and festivities, you likely have your hands full this holiday. Let us help protect your property by providing temporary security services such as fire watch, event security, roving and/or foot patrol and more. Call us today to speak with one of our security experts, who can suggest services tailored to your building's specific needs: 1-888-706-8600. We look forward to protecting your property!

2,132 people reached View Results

👍 Felicia Griffin, Mila Peña and 99 others 1 Share

👍 Like 🗨 Comment ➦ Share

2,132 People Reached

110 Reactions, Comments & Shares

102 Like	100 On Post	2 On Shares
1 🤩 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	1 On Post	6 On Shares

31 Post Clicks

10 Photo Views	0 Link Clicks	21 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

2016

Planned Companies
 Published by Buffer [?] · June 28, 2015 · 🌐

The 4th of July is around the corner. Is your building prepared? Planned Companies - Provides Security Services for July 4th

Planned Companies - Provides Security Services for July 4th

The start of summer is the perfect time to gather with family and friends for good food and fun times. This year, celebrate the adoption of the...

WWW.THENEWSFUNNEL.COM

28 people reached Boost Post

👍 Like 🗨 Comment ➦ Share

2015



CURRENT STATE: 1,109 FOLLOWERS
(58% increase from 7/2015)

Posts include:

- Informational blogs
- Industry articles
- Events (pre/live/post)
- Service offerings
- Employee spotlights
- Property spotlights
- Planned happenings
- Testimonials
- Business-related quotes
- Job postings

Planned Companies Planned Companies is recruiting Field Operations Managers to join our Northern NJ region. In this role, the Operations Manager ensures client satisfaction with Planned's concierge & security services, and manages the daily operations of field associates. This position touches every facet of operations, including payroll, and more. To learn about Planned and the Operations Manager position, please see below for our online job posting:



Planned Companies | Field Operations Manager | Northern NJ
ziprecruiter.com · Planned Companies seeks an Operations Manager to manage North Jersey client accounts and field associates within the hospitality and security services industries. This professional works in the field


Organic
Targeted to: All Followers

1,424 impressions	42 clicks	10 interactions	3.65% engagement
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[Sponsor update](#)

Like (8) · Comment (2) · Pin to top · 25 days ago

Planned Companies Let our business help your business. Check out the infographic below to learn more about how Planned Lifestyle Services can help service your property:



Planned Lifestyle Services - Infographic
plannedcompanies.com · plannedcompanies.com

Organic
Targeted to: All Followers

1,198 impressions	21 clicks	4 interactions	2.09% engagement
-------------------	-----------	----------------	------------------

Gained from Sponsoring
Sponsored in: [PLS Infographic](#) (stopped)


+1,567 impressions	+1 clicks	+1 interactions	+0 followers acquired	+0.13% engagement
--------------------	-----------	-----------------	-----------------------	-------------------

[Manage](#)

Like (3) · Comment · Pin to top · 20 days ago



Planned Companies Feeling tired at the office? Boost your energy by saving energy with daylight. We are proud to participate in Daylight Hour to raise awareness about the use of natural light and show our environmental commitment; please join us!



Daylight Hour | June 17, 2016
daylighthour.org · Daylight Hour is a social media campaign to raise awareness about using natural daylight in lieu of electric lighting in offices. Modern lighting systems can sense the daylight in your office and dim your the lights, leaving you with the perfect...

Organic
Targeted to: All Followers

724 impressions	12 clicks	3 interactions	2.07% engagement
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Gained from Sponsoring
Sponsored in: [Daylight Hour](#) (stopped)

+2,159 impressions	+13 clicks	+0 interactions	+0 followers acquired	+0.60% engagement
--------------------	------------	-----------------	-----------------------	-------------------

[Manage](#)

Like (3) · Comment · Pin to top · 28 days ago

Planned Companies Property Managers, are you fully taking advantage of your outdoor potential when it comes to amenities? By simply better utilizing your lawn, patio, and/or even your parking lot, you can treat your residents to a whole new level of luxury and leisure this summer.



Affordable Amenities That Amp Up Your Outdoor Space
plannedcompanies.com · Are you fully taking advantage of your outdoor potential when it comes to amenities? You don't need to spend a lot of money or ...

Organic
Targeted to: All Followers

1,584 impressions	17 clicks	8 interactions	1.58% engagement
-------------------	-----------	----------------	------------------

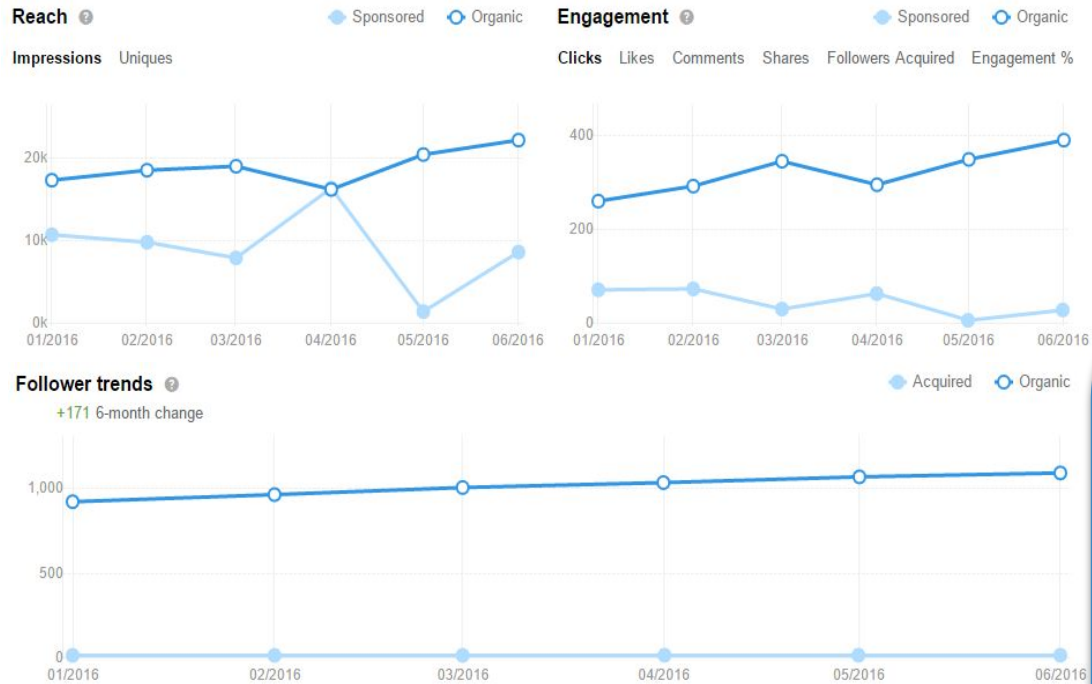
Gained from Sponsoring
Sponsored in: [Blog Post 2](#) (stopped)

+3,112 impressions	+21 clicks	+1 interactions	+3 followers acquired	+0.80% engagement
--------------------	------------	-----------------	-----------------------	-------------------

[Manage](#)

Like (6) · Comment · Pin to top · 3 months ago

BRAND AWARENESS | CONTENT: LINKEDIN - GROWTH



< Growth over the past 6 months

2015:
4 clicks
9 interactions
2,425 impressions

Updates

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
Integrity, teamwork, exceptional cust...	7/13/2015	All followers	Sponsor	234	1	1	-	0.85%
We are proud to be at the forefront of...	7/12/2015	All followers	Sponsor	338	0	1	-	0.30%
Planned Companies is the industry l...	7/11/2015	All followers	Sponsor	203	0	0	-	0.00%
If you are looking for a job, and wan...	7/10/2015	All followers	Sponsor	273	0	1	-	0.37%
At Planned Companies, we understa...	7/9/2015	All followers	Sponsor	314	0	2	-	0.64%
We care about the communities we li...	7/8/2015	All followers	Sponsor	566	3	3	-	1.06%
A concierge can often be seen as the...	7/7/2015	All followers	Sponsor	281	0	0	-	0.00%
At Planned Companies going green ...	7/6/2015	All followers	Sponsor	216	0	1	-	0.46%

2016:
230 clicks
68 interactions
12,622 impressions

Updates

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
[Image] Who's at the BOMA Internatio..	6/27/2016	All followers	1 campaign	2,164	50	18	+0	3.14%
[Image] Fourth of July is just one we...	6/27/2016	All followers	1 campaign	861	8	2	+0	1.16%
Planned Companies Hosts Annual B...	6/24/2016	All followers	Sponsor	927	26	4	-	3.24%
[Image] Just finished Boot Camp: Da...	6/23/2016	All followers	Sponsor	2,497	75	16	-	3.64%
A message from our President & CE...	6/22/2016	All followers	1 campaign	1,883	24	7	+0	1.65%
Planned Companies Participates in D...	6/21/2016	All followers	1 campaign	1,277	12	2	+0	1.10%
Congratulations to Albert Kasneci, w...	6/20/2016	All followers	Sponsor	1,524	8	8	-	1.05%
[Image] It's time! Boost your energy ...	6/17/2016	All followers	Sponsor	1,489	27	11	-	2.55%



Comparison of a week in 2015 vs. 2016
(Growth: 5,650% clicks, 656% interactions, 420% impressions)



Blog/Infographic Titles Include:

- Get Your Property in Shape for Summer (**137 shares**)
- Affordable Amenities That Amp Up Your Outdoor Space (**112 shares**)
- A Property Manager's Guide to Spring Cleaning (**105 shares**)
- Protect Your Property from Burglars (**102 shares**)
- Promote Your Neighborhood, Promote Your Property (**61 shares**)
- Pest-Proof Your Property (**58 shares**)
- Picture Perfect: Photographing Your Property for Rental Ads (**54 shares**)
- Ways to Create a Warm and Welcoming Lobby (**48 shares**)
- Five Pointers to Help Protect Your Property (**53 shares**)
- Marketing Your Property to Millennials (**51 shares**)

169% increase in shares from 1/2016

2,100% increase in shares from 8/2015





On behalf of the entire Planned team,
we wish you and your loved ones a very happy and safe 4th of July weekend!



Need some new summer reading material? We've included a few of our property management blogs for your viewing pleasure; happy reading!



BLOG: Get Your Property in Shape for Summer

Shaping up for summer doesn't just refer to personal fitness; prepping your property is equally as important. Check out this workout to strengthen and tone your outdoor assets this season:

[\[Read More\]](#)



BLOG: Affordable Amenities That Amp Up Your Outdoor Space

Are you fully taking advantage of your outdoor potential when it comes to amenities? If you have any of the following, you already have a solid foundation to treat your residents to a whole new level of fun this summer:

[\[Read More\]](#)



BLOG: Promote Your Neighborhood, Promote Your Property

One of the best ways to build your business is to invest time in building your neighborhood. Check out these cross-promotion campaigns aimed to keep your businesses booming and your tenants and customers content:

[\[Read More\]](#)

[VISIT OUR WEBSITE](#)



Thanks for stopping by our booth!

It was truly our pleasure seeing you at the 2016 BOMA International Conference & Expo this weekend. We enjoyed learning about your property, and hope for the opportunity to work together in the future. For more information on our three service divisions and how they may help to enhance your property, please check out the following infographics:

[Planned Building Services \(Janitorial/Maintenance\)](#)

[Planned Security Services \(Security\)](#)

[Planned Lifestyle Services \(Concierge/Front Desk\)](#)

For a free assessment customized to your property's specific needs, please give us a call at 973-240-0310 to speak with one of our subject matter experts. We look forward to speaking with you!



Need some new summer reading material? We've included a few of our property management blogs for your viewing pleasure; happy reading!



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[\[Read More\]](#)



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[\[Read More\]](#)

[VISIT OUR WEBSITE](#)



Five Pointers to Help Protect Your Property

With the rise of news reports infiltrating today's many media platforms, hearing negative news is hard to escape these days. Equipped with a heightened awareness to their surroundings, residents are prioritizing safety more than ever, especially when it comes to their place of residence. As a property manager, it's your responsibility to do everything you can to reduce risk and instill a feeling of security within your tenants while they're under your roof, and under your care. We've prepared five pointers to help you better protect your property:

[Click Here To Read More](#)



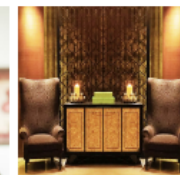
This year, are you aiming to make your property cleaner? Safer? More customer service-oriented? We're passionate about helping you achieve your goal. [Contact us today](#) for a free bid, and let 2016 be the year your property rises above the rest!



BLOG: Photographing Your Property for Rental Ads

These days, technology allows apartment seekers to view their potential new homes in everything from hi-def photo streams to virtual video tours. Keep up with your competition by maximizing your photographs. Here's how:

[\[Read More\]](#)



BLOG: Ways to Create a Warm & Welcoming Lobby

Don't make your residents wait to get into their apartment for that "ah" moment; offer them a sanctuary-like space right in your entranceway to instill a feeling of instant relief. We've compiled seven suggestions:

[\[Read More\]](#)



BLOG: Marketing Your Property to Millennials

Millennials (18-34 year olds) are one of biggest groups of renters these days; a Rent.com study shows that 8 out of every 10 are renting their residence. Are you capitalizing on this large demographic?

[\[Read More\]](#)

[VISIT OUR WEBSITE](#)



2016 New Year's Resolutions for Property Managers

You have your personal resolutions for the New Year ready to go, but have you thought about making professional resolutions as well? Making additional goals and improvements that focus solely on your career and workplace is equally as important, and will benefit your property and business greatly. Ring in the New Year right with these five resolutions:

[Click Here To Read More](#)



This year, are you aiming to make your property cleaner? Safer? More customer service-oriented? We're passionate about helping you achieve your goal. [Contact us today](#) for a free bid, and let 2016 be the year your property rises above the rest!



BLOG: Characteristics of a Quality Concierge

Are you contemplating offering concierge services at your property? Or perhaps, are you questioning the quality of your current front desk personnel?

[\[Read More\]](#)



BLOG: The Perks of a Pet-Friendly Property

If you've been pondering whether or not to allow pets on the premises, you may not want to take those "Beware of Dog" signs too seriously.

[\[Read More\]](#)



BLOG: Maximize Marketing to Minimize Vacancies

Are you currently in a rut when it comes to effectively advertising your available rental units? Let your vacancy signs take a vacation with these tips.

[\[Read More\]](#)

[VISIT OUR WEBSITE](#)





Press Releases/Articles Include:

- Planned Companies Hosts Annual Boot Camp Training
- Planned Companies Participates in Daylight Hour
- Planned Companies Exhibits and Presents at NJ Cooperator Expo
- Planned Companies Participates in Crohn's & Colitis Foundation of America's Football Tournament
- Planned Companies Hosts Inaugural "Service Day"
- Planned Companies Exhibits at PAA East Trade Show
- Planned Companies Upgrades Technology Offerings
- Planned Companies Promotes from Within
- Planned Companies Cleans Up at NJAA's Maintenance Mania
- Planned Companies Continues to Grow





“Planned has your property covered.” / “Planned has you covered.”

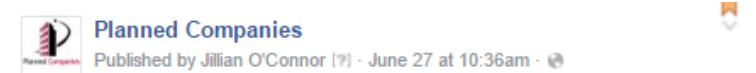
Client-Focused Giveaways:



Incorporated into Content:

Sound like a lot of work? It is. Let the Planned Building Services team take care of your maintenance needs for you, so all you have to worry about is which patio chair to unwind in after hours. Call 973-240-0310 for more information on how we can help enhance your property this summer.

(2 direct leads!)



Fourth of July is just one week away! Between barbecues, fireworks, and festivities, you likely have your hands full this holiday. Let us help protect your property by providing temporary security services such as fire watch, event security, roving and/or foot patrol and more. Call us today to speak with one of our security experts, who can suggest services tailored to your building's specific needs: 1-888-706-8600. We look forward to protecting your property!

(103 likes, 7 shares!)



Recently kicked off targeted 2-week campaigns specific to property type, such as:

- High-Rise Residential Buildings, All Divisions, All Markets
- Garden-Style Residential Buildings, All Divisions, All Markets
- Retail Buildings, All Divisions, All Markets
- Corporate Buildings, All Divisions, All Markets



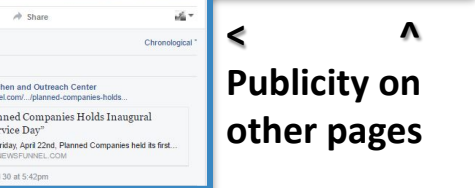
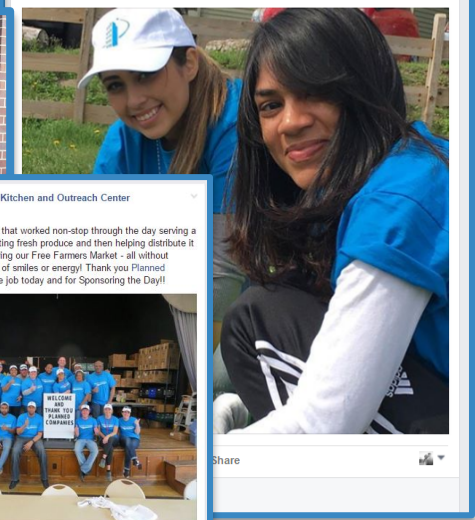
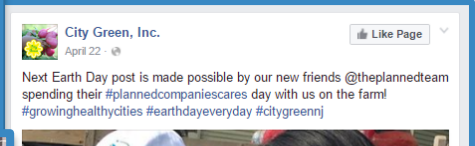
 Goal is to strategically align all content, ads, and SEO marketing efforts to obtain targeted new accounts

BRAND AWARENESS | EVENTS



Service Day

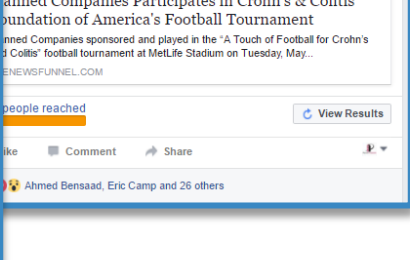
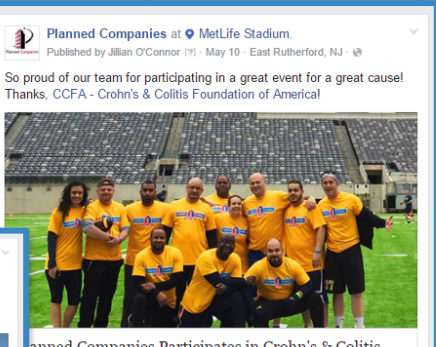
393 Likes
16,028 impressions



Publicity on other pages



Industry/Other Events





Publish more substantial articles and marketing pieces based on:

- Employee spotlights (*concentrating on promotions/growth/all-stars*)
- Property spotlights (*will feature unique/A-list buildings, testimonials, success stories, fun facts*)
- ‘Subject matter expert’ interviews
- Contests for employee feedback (*i.e. “What does being a Planned employee mean to you?”*)
- Contests for property managers to recommend employees (*will provide success stories*)

Additionally, work with PR agency or in-house if need be to increase industry publicity



Host or attend more events, such as:

- Offer quarterly community service opportunities for Planned employees
- Host “Lunch & Learns”, “Conversation & Cocktails”, etc. to gain more insight from our audience, better tend to their needs, present Planned as subject matter experts, reinforce existing relationships and establish new ones
- Attend industry seminars/events for the same reasons as above, as well as to ensure we are staying ahead of the curve