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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **The Apartment Concierge helping properties appeal to the Millennial generation**

Dallas, TX– (October 4, 2012) It's estimated that the Millennial generation (people born in the 1980s and 90s) will reach 80 million in 2012 with a spending power of \$200 billion. According to a recent survey by the Boston Consulting Group (BSG), some of the qualities that define Millennials (aka Gen Y) is that they are obsessed with being informed and instant gratification. Now the marketing company, The Apartment Concierge, is helping multi-housing properties appeal to this growing demographic by meeting the needs of Millennials in a compelling and personal way.

The Apartment Concierge (TAC), provides properties with a high-impact marketing and loyalty program that offers a unique resident incentive: cell phone access to a live 24/7 personal concierge and information service branded in the properties' names. Residents simply dial TAC's toll-free number where a friendly concierge greets them by name and delivers the property's customized opening message. After getting help with any request or phone/internet-based task they can possibly imagine, residents hear the property's name again with a tagline, slogan and/or current promotion.

"Including our award-winning concierge service with the lease of each unit is a powerful amenity, especially for Millennials," explained TAC Program Director Geoffrey Pennington. "Our service provides answers to questions on any subject, including high-tech product reviews and comparisons, so Millennials can remain informed at all times. Plus, most answers will be provided very quickly, which satisfies their desire for instant gratification."

The BSG survey also found that more Millennials use smartphones than older demographics. Yet, Mr. Pennington explained that, in many cases, it is faster and easier to research information with the TAC service than surfing smartphones. According to him, one simple 60-second call to a personal concierge can get more done than 60 minutes of searching on a smartphone, even with voice-recognition apps. Plus, with hands-free technology, it's safer while driving.

"While TAC is ideal for Millennials, it's also perfect for other demographics, as well, including senior residents," added Mr. Pennington. "It not only helps sign potential renters, it also increases overall resident satisfaction. Or, as we like to say: 'Personal Attention equals Resident Retention.' Plus, it's very affordable, simple to set up and even simpler to use."

For more information about The Apartment Concierge, call 877-896-1411 or visit [tacvip.com](http://tacvip.com).

#### **ABOUT THE APARTMENT CONCIERGE**

TAC is the only live 24/7 concierge-based marketing and loyalty program designed exclusively for the multi-housing industry. Its versatile branded personal service works with virtually any property.

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