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PRESS RELEASE

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The Apartment Concierge helping properties communicate faster and greener

Dallas, TX– (April 23, 2013) When multi-housing properties want residents to feel like part of the community, constant communication is a key factor. But taping leaflets to doors and pinning notices on bulletin boards aren't the most reliable methods of communicating. It's also a waste of natural resources. Now The Apartment Concierge, a property marketing company, is releasing the newest version of its *COMM*² Community Communication system that is not only a faster and more efficient way of contacting residents, it's also more environmentally friendly.

TAC helps properties attract, sign and retain residents through the use of unique high-touch incentive: cell phone access to a live 24/7 personal concierge service branded in each property's name. Residents simply dial a dedicated toll-free number where a friendly concierge welcomes them by name and delivers the property's customized greeting. After getting help with any request or task they need, residents hear the property's name again with a tagline, slogan and closing message.

Included with the concierge-program is *COMM*² Community Communication, an efficient, simple-to-use messaging system that helps properties maintain a steady *and* environmentally friendly message flow with residents. Property staff can send unlimited email and text messages to any or all residents, including announcements, weather warnings, security alerts, package arrivals and late rent reminders. All emails include a custom branded header designed for each property.

Properties can also use *COMM*² to send up to three promotional text messages to potential residents who have been registered on a 30-Day Visitor Demo account. It's a very persuasive direct marketing tool that brings visitors back to rent. Property Managers can even send internal emails and text messages to leasing agents and other staff members.

"*COMM*² is not only effective, it's simple to use," explained TAC Program Director Geoffrey Pennington. "Property staff can access and use the system quickly and easily through a customized web-based control panel. The value of *COMM*² alone is worth providing the TAC service to any property. Plus, it helps properties achieve their sustainability initiatives."

To learn more about The Apartment Concierge and *COMM*², call 877-896-1411 or visit tacvip.com.

ABOUT THE APARTMENT CONCIERGE

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

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