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PRESS RELEASE

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Property marketing company, The Apartment Concierge, releases new brochure

Dallas, TX—(July 26, 2013) The Apartment Concierge, a Dallas-based property marketing and loyalty company, announced it has released a new 8-page corporate brochure promoting the company's branded personal concierge and assistance service program. The brochure includes information about the company, its concierge service, and the substantial property and resident marketing, satisfaction and loyalty benefits they offer.

"The Apartment Concierge program not only helps attract and sign potential residents, it also increases overall resident satisfaction," said company Program Manager, Geoff Pennington. "Or, as we like to say: 'Personal Attention equals Resident Retention.' It's totally customizable, so we work with properties to create the perfect program for them. Plus, since TAC is private-labeled, we do all the work while properties get all the credit, loyalty and leases."

The Apartment Concierge provides properties with a unique marketing and loyalty program that offers a powerful resident incentive: global cell phone access to a live 24/7 personal concierge and assistance service branded in the properties' names. Residents simply dial TAC's toll-free number where a friendly member of the concierge team greets them by name and delivers the property's customized greeting. After receiving help with Anything, Anytime, Anywhere[®], residents hear the property's name again along with a tagline, slogan and any other custom message.

"The concierge service is ideal for every type of property in the U.S. and Canada, including retirement communities and student housing," added Mr. Pennington. "It's very affordable, easy to set up, and even easier to use. The service is available in English, Spanish and French."

For a digital copy of The Apartment Concierge's new brochure, 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 is ideal for virtually every property.

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