



Media Contact:  
Kevin Hosey, Senior Marketing Director  
1-866-570-1411, [press@tacvip.com](mailto:press@tacvip.com)

## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **Marketing company, The Apartment Concierge, launches new corporate website**

Dallas, TX—(April 2, 2013) The Apartment Concierge, a Dallas-based property marketing and loyalty company, announced the launch of its new redesigned corporate website. The new site has been totally redesigned and expanded to include detailed, easy-to-navigate information about the company, its branded personal concierge service, and the substantial property and resident benefits they offer. The new site can be found at [tacvip.com](http://tacvip.com).

“Our company has experienced substantial growth in the past few years,” explained TAC Program Director Geoffrey Pennington. “Our new website was created to reflect that growth, as well as our continued commitment to providing our prestigious clients with the best property marketing solutions and personal concierge service available.”

The Apartment Concierge 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 member of the concierge team welcomes them by name and delivers the property’s customized greeting. After receiving help with any request or task they need, residents hear the property’s name again along with a tagline, slogan and current promotion or other message.

“Our program is ideal for every type of property throughout the U.S. and Canada, including those that cater to Millennials, senior residents and students,” added Mr. Pennington. “It not only helps sign potential residents, it also increases overall resident satisfaction. Or, as we like to say: ‘Personal Attention equals Resident Retention.’ The service is available in English, Spanish and French. Plus, it’s very affordable for any property, easy to set up and even easier to manage and use.”

The program also includes the exclusive *COMM*<sup>2</sup> Community Communication platform at no extra charge. *COMM*<sup>2</sup> is a powerful and effective messaging program that lets properties send unlimited emails and texts to any or all of their residents, as well as property staff. All emails are sent via a simple-to-use interface with a custom header branded with the property’s logo.

For more information about The Apartment Concierge, and to try the service for 30 days with no obligation, call 877-896-1411 today or visit [tacvip.com](http://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 any property.

# # #