



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

## PRESS RELEASE

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### **The Apartment Concierge is attracting residents in a compelling and personal way**

Dallas, TX– (August 27, 2012) According to a survey of 85,000 residents conducted by SatisFacts Research, quality customer service is the most important feature renters consider when searching for an apartment. Now a company called The Apartment Concierge is helping multi-family properties offer an exceptional level of service to all their residents in a very compelling and personal way. TAC provides properties with a high-impact, branded marketing and loyalty program that gives residents access to a phone-based, live VIP concierge and information service 24 hours a day.

“Including our award-winning personal concierge service with the lease of each unit is a powerful incentive,” explained TAC Program Director Geoffrey Pennington. “It not only helps sign potential renters, it also increases overall resident satisfaction. That means residents are happier so they stay longer. Or, as we like to say, ‘Personal Attention equals Resident Retention.’ ”

Property managers are singing the praise of The Apartment Concierge, as well. “TAC has given us a competitive edge,” said Greg Spezzano of Riverstone Residential Group’s Argenta community. “It’s very personalized and our residents don’t want to give that up.”

The concierge service is ideal for every type of property, including retirement communities. Plus, it’s very affordable, easy to set up and even easier to use. Residents simply dial TAC’s toll-free number where a friendly assistant greets them by name and delivers the property’s customized opening message. After getting help with any request or phone-based task they can possibly imagine, residents hear the property’s name again with a tagline, slogan, and/or current promotion. By constantly repeating the property name, TAC builds long-term loyalty, which helps re-sign residents at the end of their lease.

“Since TAC is private-labeled, we do all the work while properties get all the credit, loyalty and leases,” added Mr. Pennington. “Plus, our program also includes our COMM<sup>2</sup> Community Communication platform at no extra charge. COMM<sup>2</sup> is the ideal property messaging system because it lets you send notifications and announcements by email or text message to any or all of your residents quickly and easily.”

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

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

Based in Dallas, Texas, The Apartment Concierge is the only provider of branded personal concierge-based marketing and loyalty programs designed exclusively for the multi-housing industry.

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