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PRESS RELEASE

FOR IMMEDIATE RELEASE

The Apartment Concierge Helps Pamper and Retain Residents

Dallas, TX—(June 11, 2010) Residential communities around the U.S. are able to provide the newest service in apartment living thanks to Apartment Concierge, a Maestro company based in Dallas. The unique service is available to residents 24-7 by phone, text or e-mail, giving residents direct access to a personal concierge prepared to handle inquiries both big and small. An impressive amount of leverage and resources ensures no request is out of reach.

Property Manager at Riverstone Residential Group's Argenta community Greg Spezzano was quoted in UNITS magazine saying, "We are about to hit our first anniversary with the service and people have grown attached. It's very personalized and they say they don't want to give that up."

"For less than \$5 per month, which is included in the price of rent, residents can register their email address in the VIP portal of the apartment community, and the answer to any question is at their fingertips," said Geoff Pennington, Program Manager for The Apartment Concierge. "Concierge assistants even accept requests from residents on vacation looking for a hot dinner spot, and are quick to provide driving directions or even weather condition updates."

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.

Concierge services give apartment communities the leg up on competition, but the benefits don't stop there. Property staff at Argenta can also use the web portal to send emails and texts to any and all residents. Residents expecting packages are notified in bulk by text message, saving staff the time they used to spend leaving individual notifications. Staff members also are able to enhance relationships with potential customers as the service allows them to easily contact prospective renters with customized emails following a property tour. Spezzano notes, "It's a huge follow-up tool."

For more information on The Apartment Concierge, 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.