

Apartment

ISSUE 4 | 2021

# FOCUS

THE OFFICIAL PUBLICATION OF THE CONNECTICUT APARTMENT ASSOCIATION

I Love CTAA  
Tradeshaw

Page 8

Table of  
**CONTENTS**

President's Message

3

Save the Date

4

Octoberfest  
Happy Hour

5



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## Water Cooler

6

## I Love CTAA Tradeshow

8

## How to Utilize Apartment Marketing's Newest Weapon: TikTok

14



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# President's Message

## Kelly DeMatteo

**A**s many of you know, so much is happening at The Connecticut Apartment Association. This year in September we transitioned to a new management company, the Markens Group. Our new Executive Director is Sioux Wilusz. If you have not had a chance to meet her, you will soon at our next event. Be sure to reach out and say hello. We are so excited for this change and the opportunities a seasoned, accredited management company offers us. A fresh set of eyes, new energy, and a change in perspective. Welcome Sioux!

As many of us have spent the last year working remotely, adjusting to the changes COVID has brought about, we were so happy to begin offering our membership opportunities to gather safely. The CTAA hosted its Annual Tradeshow and Education Conference (rescheduled from 2020) this past September and then followed it up in October with an additional networking opportunity, the always well-attended Octoberfest at Eastside.


At the Tradeshow and Education Conference, we recognized our 2020 Property Management Company of the Year Nutmeg Awards Winner, Winn Residential. We enjoyed laughs and team spirit with our Maintenance Mania event as well. Congratulations to Brian Henry of Paredim, our first-place overall winner. Our keynote speaker, David Avrin left us energized and inspired to work with our prospects and focus on our operations, while Thomas Briggs of Soundview and Cambridge left us energized and inspired to step up our game when dressing up for next year's themed preshow party. Finally, a big "Thank You" to our Business Partners who make this event possible. Excellent job to the Landlord Law Firm with your mini golf contest and winning best booth again!

At the Octoberfest, we hosted new prospective members; hopefully they enjoyed the event as much as I did and find

“As many of us have spent the last year working remotely, adjusting to the changes COVID has brought about, we were so happy to begin offering our membership opportunities to gather safely.

” value in joining the CTAA. The event was also host to a new tradition: a 50/50 raffle to show our membership support in contributing to CTAA's current charity of choice, the American Red Cross. Just a few years back, we joined up with the American Red Cross as Ready 365 Partners, knowing the good they do for residents in times of crisis. Many of our members have asked how they can personally help, and this first raffle was just the start. We will continue to have a 50/50 raffle at our events moving forward, so do not forget your CASH if you want to participate and check out the goal chart on social.

We hope to see you at our next live event, the Holiday Party and Nutmeg Awards Dinner, which will be held at Foxwoods on December 9th. Best of luck to our Nutmeg Awards Nominees.

Continue to visit our website, [CTAAHQ.ORG](http://CTAAHQ.ORG) and follow us on Facebook to stay connected! 

Sincerely,  
  
Kelly DeMatteo  
Vice President Property Management  
Trio Properties, LLC

# Save The Date!

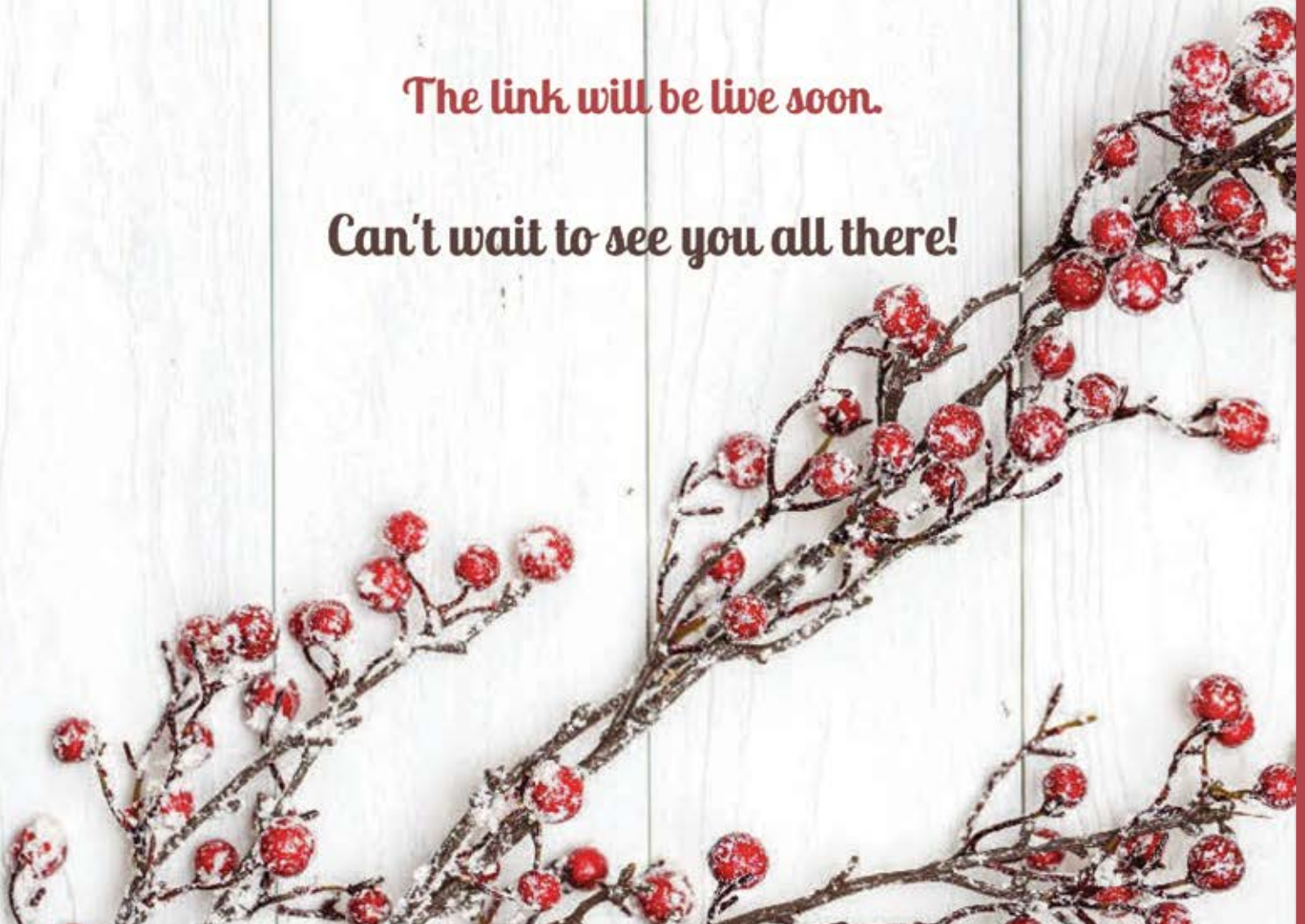
Come Join the CTA in celebrating our industry award winners at the 2021 Annual Holiday Party and Nutmeg Awards Dinner

Hosted at Foxwoods on December 9th at 530pm.  
Book a room and enjoy the night.

Formal Attire  
Open Bar 530pm-630pm  
\$135 Per Person or \$1200 for a Table of Ten

The link will be live soon.

Can't wait to see you all there!





# Octoberfest Happy Hour



**T**hank you to everyone that came out to our Octoberfest Happy Hour on Tuesday, Oct. 19, and a HUGE Thank You to all of our sponsors! We hope you will join us at our next event. 🏠

For more information please visit [ctaahq.org/events](http://ctaahq.org/events).







# WATER COOLER

## New Hires

**Ebony Dennis** — New Assistant Property Manager at Brook Hollow and Fairways for Paredim Communities

**Stephanie Garofalo** — New Leasing Consultant at Spinnaker for Paredim Communities

**James Moavero** — New Maintenance Technician at Parallel 41 for Paredim Communities

**Marlon Pastor** — New Maintenance Technician at Soundview at Savin Rock for Paredim Communities

**Ellieben Acosta-Harris** — New Property Manager at Enterprise/Schoolhouse Apartments in Waterbury, CT for WinnResidential

**Melissa Murphy** — New Leasing and Occupancy Specialist at Mill Pond Village in Broad Brook, CT for WinnResidential

**Javiar Aponte** — New Maintenance Technician at Harbor Heights for Trio Properties

**Christian Correa** — New Maintenance Supervisor at Mallory Ridge for Trio Properties

**Brandon Charton** — New Leasing Manager at Knoll Crest & Whitney Modern for Trio Properties

**Cesar Deleon** — New Maintenance Technician at Town Place for Trio Properties

**Quashonie Ellison** — New Leasing Consultant at Trail Run for Trio Properties

**Kailyn Gonzalez** — New Leasing Consultant at Rivers Bend for Trio Properties

**Erik Gustafson** — New Maintenance Technician at Trail Run for Trio Properties



Mario Lemus — New Maintenance Technician at The Mill & The Light House for Trio Properties

Nadija Limberger — New Property Manager at The Novella for Trio Properties

Angela Liriano — New Property Manager at Town Place for Trio Properties

Joshua Liscinsky — New Maintenance Supervisor at Town Place for Trio Properties

Thomas McLoughlin — New Maintenance Supervisor at The Mill & The Light House for Trio Properties

Christina Nyhus — New Assistant Property Manager at Town Place for Trio Properties

Kylie Papineau — New Leasing Consultant at Rivers Bend for Trio Properties

Jennifer Ravis — New Property Manager at The Mill & The Light House for Trio Properties

Kristen Vibberts — New Property Manager at Capewell Lofts & Atlantic Works for Trio Properties

### Promotions

Thomas Briggs — Promoted to Assistant Property Manager at Cambridge Oxford and Soundview at Savin Rock for Paredim Communities

Jaimie Morin — Promoted from Leasing and Occupancy Specialist to Assistant Property Manager at 777 Main in Hartford, CT for WinnResidential

Kelly DeMatteo — Promoted from Regional Property Manager to Vice President of Property Management for Trio Properties

Jennifer Miranda — Promoted from Senior Property Manager to Regional Property Manager for Trio Properties

### Special Designations


Nora Porcelli — Paredim Communities received the CAM designation

Ashley Celella — Vesta Corporation received the SHCM designation

Robin Gonzalez — Vesta Corporation received the SHCM designation 

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# I Love CTAA Tradeshow

Sept. 9 at the Foxwood Casino



Thank you to everyone who attended the 2021 I Love CTAA Tradeshow on Sept. 9 at the Foxwood Casino. All had fun at the Awesome 80s Party! A big thanks to our sponsors and exhibitors. We hope that you will join us at our next event. 🏠



**I ❤️ the CTAA TRADE SHOW 2021**  
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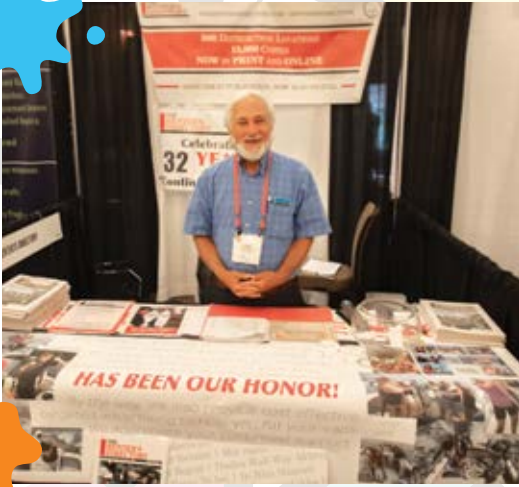
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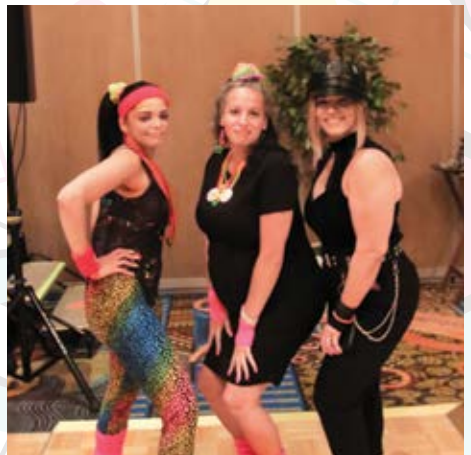
















# How to Utilize Apartment Marketing's Newest Weapon: TikTok

“Weapon” might sound a little medieval for multifamily, but when you look at the power of TikTok and the impact it can have on lead generation, it feels like an appropriate descriptor.

Before we jump in, if your target renter is above the age of 40, then you likely don't need to worry about learning and using TikTok for your apartment marketing. Sixty percent of TikTok users are between the ages 16 and 24, and 26% are ages 25 through 44.

So, if your target renter is a Gen Z or a Millennial on the younger side, then your apartment needs to be on TikTok (even more so if your direct competitors aren't yet).

The platform is video only, so it definitely takes some time and effort to make content for your apartment, but it's well worth it. As the current most popular app, many young adults are using TikTok to find apartments. Plus, unlike Facebook, Twitter, and Instagram, TikTok users watch videos with the sound ON. This means your message will actually be heard, and you don't only have to rely on visuals.

Here are three ways to utilize TikTok for your apartment marketing:

## 1. Make original content in bulk.

Publishing consistent original content seems much less daunting when you create it in bulk. Try to set aside a few hours one day each week to create multiple videos.

The great thing about TikTok is it's all about trends. There's nothing wrong with starting out your TikTok journey by simply recreating videos that have been turned into trends. To start, simply create an account for your apartment and begin scrolling through videos to get ideas. Over time, the algorithm will learn what kind of content you're looking for, and then you won't have to scroll for long. I also recommend following real estate and lifestyle accounts that catch your eye.

As you get more used to the app, you'll begin to feel more comfortable with executing your own ideas.

Here are a few that are easy ones you can do without much outside help:

- Video tour highlighting apartment features
- Video tour of each amenity
- Recap of a resident event



- Putting together a resident giveaway
- Answer the top 10 FAQs about your community
- Friday Fluff: Record a video of the dog of the week

If you can, try to get your whole staff involved with generating ideas. A few of them likely use TikTok in their personal time and are familiar with the platform and what's popular. Some may even jump at the opportunity to be creative and make TikTok videos for the property (an offer you should definitely take them up on).

## 2. Do a resident takeover.

A resident takeover is when you give a trusted resident the login to your property's TikTok and allow them to create/post videos for a day or even a week. This is a great way to add personality and authenticity to your account.

It's likely you don't know which residents use TikTok or their accounts. An easy way to initiate a resident takeover is to send out a simple email and/or social post explaining the goal and offering some sort of prize such as a gift card or gift basket. If you really want to stir up interest and have the budget to do so, offering something like a percentage off the following month's rent can really draw your residents in; you may even get multiple interested parties and you can do a different resident takeover each month.

Make sure to confirm that the chosen resident has some knowledge of TikTok and can put together a high-quality video. If you're offering a high-value prize, it is more than understandable for you to ask them to submit a video example.

## 3. Sponsor an influencer.

This idea is more geared toward properties that have bigger budgets or have extra room in their current one. That being said, if your current paid media and other marketing efforts aren't pulling in leads, you might want to put a few months into giving this strategy a shot.

The difference between doing a resident takeover and sponsoring an influencer is direct creative control. Since this is just like a job, you can tell the influencer exactly what kind of videos you want them to make, what you want them to say, what you want them to do and so on. This won't create the same "down-to-Earth" feel as a resident takeover but it will allow you to showcase your property in the best light possible.

“  
The great thing about TikTok is it's all about trends.  
”

While it'd be incredible if you had a TikTok user living at your apartment, it's not necessary to engage in sponsorships. Once you find one that is local or close enough to drive, you can host them for a day or even for a few hours. The great thing about sponsorships is that they're incredibly flexible and all based on what you and the influencer agree upon.

## Get Leads Out of TikTok

However you decide to use TikTok, make sure that a user can easily access your apartment website and book a tour from your profile. As fun and creative as TikTok is, the main goal is to drive leads.

That said, never underestimate how many new leads a silly, funny video of a cat watching chicken spin around in the microwave can generate for your property. If one video generates just one lead, it's worth it. [↑](#)

Source: *units* OCTOBER 2021

*The Magazine of the National Apartment Association*

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# CTAA

THE CONNECTICUT APARTMENT ASSOCIATION

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### CTAA MISSION STATEMENT:

WE ACTIVELY LEAD THE APARTMENT INDUSTRY IN PROVIDING QUALITY HOUSING BY EDUCATING, ADVOCATING AND CONNECTING PROPERTY OWNERS, MANAGERS AND BUSINESS PARTNERS.

### CTAA BENEFITS INCLUDE:



#### QUALITY EDUCATION:

CTAA offers educational opportunities for apartment industry professionals through various channels including VISTO, Multifamily Insiders, CTAA member trainings, NAA designations and more!



#### CLICK & LEASE PROGRAM:

NAA Click & Lease puts the official Connecticut Lease Forms at your fingertips., through an easy to use secure web interface designed to save you time, save you money and increase ROI.



#### LEGISLATIVE MONITORING:

The CTAA Government Affairs Committee helps oversee coordination of issues through grassroots efforts and helps bring awareness to local leaders about the importance of apartments in Connecticut. CTAA also works closely with NAA to monitor issues on a federal level.



#### INDUSTRY INFORMATION:

CTAA keeps you informed on news & information that affects the apartment industry and your business. Members receive weekly communication, the CT Apartment Focus magazine distributed 6 times per year, and access to a member directory.



#### NETWORKING EVENTS:

CTAA offers several functions throughout the year for members to network with one another, including happy hours, new member orientations, and our annual trade show.



#### NAA MEMBERSHIP:

CTAA is the local/state affiliate of the National Apartment Association (NAA). As a federation of nearly 170 affiliates, NAA encompasses over 73,000 members representing more than 10 million apartment homes globally.

## More questions about your membership?

Contact Licia Ciotti, United Property Restoration Services, Membership Committee Chair at [lcotti@unitedprs.com](mailto:lcotti@unitedprs.com)





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