

“Everything you need to increase sales!”

■ MORGAN PROPERTIES

**MORGAN
PROPERTIES**

Experience more with Morgan.



■ Q&A WITH JAMAL LEE | REGIONAL MARKETING MANAGER FOR MORGAN PROPERTIES

“WHY DID YOU DECIDE TO TRY OUT ODENZA’S TRAVEL INCENTIVES?”

In the past, we had tried out incentives from another company, but I really wanted to enhance our efforts and look into what other options were out there for us. Ultimately, I wanted to find a company that would allow us to buy travel certificates in bulk that we could give away as leasing incentives or just as prizes at events.

I did a search and I came across you guys, I checked out your Facebook reviews and I saw you had an A+ rating on the Better Business Bureau – everything checked out; your company had a solid reputation. After that I got in contact with Rick Peters, and he got me all the information I needed about your products and services. I presented that to my colleagues, and we decided to move forward with your company.

“HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM? ”

We implemented them in a lot of ways – and we can continue to do so. I’ve used them as tenant appreciation awards, to close more longer-term lease agreements, and to inspire our own teams to push themselves further and reach higher targets.

For example, we had this one rental college property, and we were struggling to lease it out entirely. So I utilized your certificates as part of a lease renewal incentive. The basic idea was, “If you renew your lease within two weeks of receiving this note, you will receive a trip to Vegas.” It went off like a hit: renewals came back quicker, residents loved that they actually got a trip, and we just received a lot of positive feedback about the incentive.

I wanted people to be excited, so there was a big marketing push on the manager-to-tenant front. We used the free materials you gave us, we sent out eblasts to those who were signed onto our list, we spread the word about it through social media – I was even sending text messages to tenants who had opted in for correspondence

Continues on next page



Odenza[®]

www.odenza.com

CALL US TODAY! 1-866-883-2968

“Everything you need to increase sales!”

MORGAN PROPERTIES

Experience more with Morgan.

that way. It was this effective way to be more immediate and say: “Hey, don’t forget to enter into this promotion.” I knew success was all about ensuring people really knew how valuable these incentives were. They needed to feel that drive to get involved.

“WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?”

It’s been great. I love dealing with Rick Peters. He’s always quick to respond and is a pleasure to talk to. Everything I’ve experienced with your company thus far has been fantastic.

There are already a few tenants who have started the process of booking their trips through you, and they’ve told me the customer service and travel agents have been top-notch. So all I can say is it’s been a solid experience across the board.

“SO WOULD YOU RECOMMEND US TO OTHER BUSINESSES?”

Oh, absolutely, I already have been – I’ve spoken to quite a few about your company.



SATISFACTION RATING: DEFINITELY A 10!

“You are a 10. You know, to put it simply, your products and services are awesome. I love them, the team loves them, and the customers love them.”