

“Everything you need to increase sales!”



■ PRAIRIE PROPERTY MANAGEMENT

■ Q&A WITH RACHEL OLSON | MANAGER FOR PRAIRIE PROPERTY MANAGEMENT

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

One of the biggest challenges we were facing, as were a lot of our competitors, was finding a way to get more new tenants to sign our longer-term leases – particularly those that would run for 12 months.

For us, we wanted to do more than just the typical “free rent” offers, which usually cover a tenant’s rent for a couple of months. Most of our competitors were doing that, as well, so we weren’t really standing out from any other offers. I researched Odenza and the travel incentive solutions you offer, and I felt that it would be a far more effective way of getting more eyes – and more interest – in our rental properties.

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

We used a mix of digital and traditional channels, and our main focus was telling new prospective tenants, “If you sign this lease, you’ll get a trip.”

We utilized Facebook to get the word out about our special offer and we also posted information about the offer on our website. We also encouraged current tenants, or those who had recently signed on because of the trip, to spread the word. I certainly feel as though word-of-mouth continues to be one of the most powerful ways to market something.

What mattered was getting the word out there, and word-of-mouth and digital are the go-to channels when you’re wanting to reach the newer, younger renters – millennials and generation Z, in particular.

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

It’s been wonderful. I love the service and how quick you are to respond whenever I’ve had any questions or concerns. It makes things much easier when you’re handling so many different projects at once.

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In terms of how the incentives have worked for us, we've ordered hundreds of certificates from you, so it's safe to say they're really working. Not just that, but we're spending a lot less on our incentive efforts now than we ever were with the "free rent" approach.

Over the first five months of working with your company, I'd estimate our savings have been anywhere between \$130,000 to \$150,000 – it's a massive improvement.

“SO WOULD YOU RECOMMEND US TO OTHER BUSINESSES?”

Oh, absolutely! And I already have.



SATISFACTION RATING: DEFINITELY A 10!

“We’re saving a lot of money, more tenants are signing on, and you’re always helpful. A few tenants have already started booking their trips, and they’ve told me your customer service is equally fantastic.”



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