

# PROPERTY<sup>TM</sup> MANAGEMENT MAGAZINE



## THE PROPERTY MANAGER'S CHOICE!

Serving South Florida's Property Management Industry

**877.717.6780**

[www.PropertyManagementMagazine.com](http://www.PropertyManagementMagazine.com) • [info@propmanmag.com](mailto:info@propmanmag.com)

# Developing a Branded Reputation and Trusted Confidence



Each month, the **PROPERTY MANAGEMENT MAGAZINE** connects commercial contractors and service providers with Property Managers at Homeowners Associations, Condo Associations, Co-ops and Retail Shopping Centers across South Florida. It's your golden opportunity to reach these decision makers and grow your commercial sales.



Our market research shows that a property manager's biggest challenge is finding reliable, reputable, licensed and insured contractors for the managed properties. Conversely, the commercial contractor's biggest challenge is reaching the property managers and through them the boards that decide which companies will do the necessary repairs, maintenance and improvements.

**\$90 BILLION IN ASSOCIATION FEES ARE COLLECTED EVERY YEAR.**

The top 3 counties in the country for association fees collected are:

- 1. Broward County - 32.5%**
- 2. Palm Beach County - 29.8%**
- 3. Miami/Dade County - 27.6%**



This is a community association trifecta!

In these counties, associations are responsible for spending over \$4 billion on repairs, maintenance and other services. This money **must** be spent to improve, maintain and repair over 16,000 properties in the tri-county area.



PMM gets contractors and commercial service providers in front of every association and property manager every month.

To advertise your business in the

**PROPERTY**  
MANAGEMENT MAGAZINE

Contact Us Today  
**877.717.6780**

Visit us at [www.PropertyManagementMagazine.com](http://www.PropertyManagementMagazine.com)



# The Community Association Industry

## Did You Know?

**24%** of U.S. population live in community associations



**61%** of new housing built for sale is in a community association



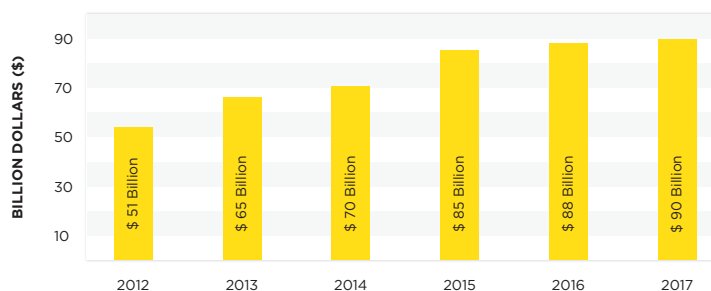
**\$90 Billion** association fees collected every year, nationwide



Florida is the state with the highest number of associations in the U.S.

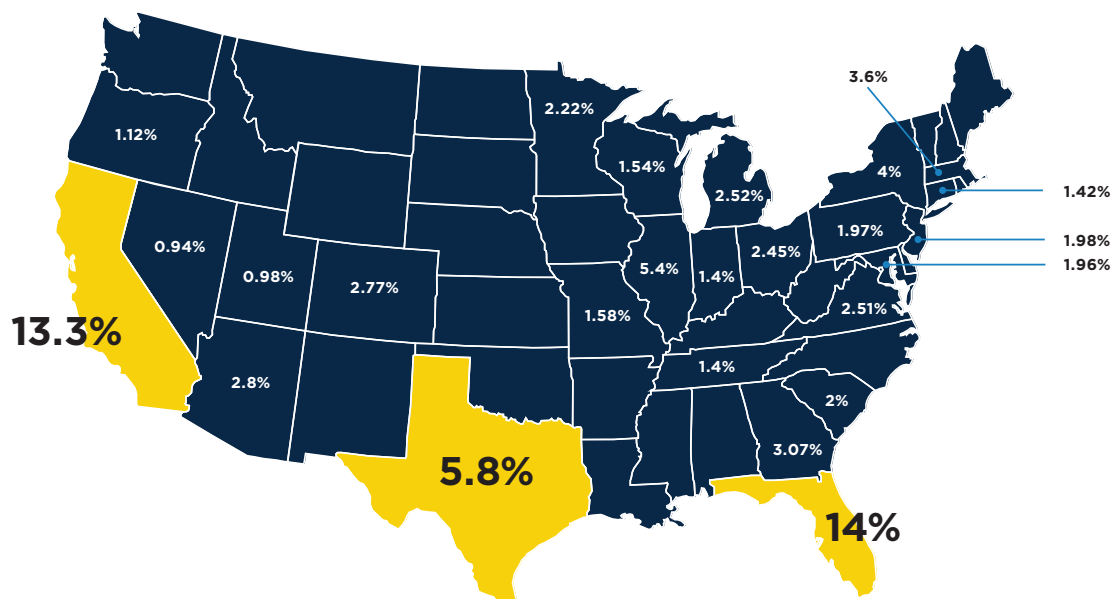
**350,000** associations nationwide  
**48,000** associations in Florida

## A Fast Growing Industry: 76.4% Growth in 5 Years!



**2012** - \$51 Billion  
**2013** - \$65 Billion  
**2014** - \$70 Billion  
**2015** - \$85 Billion  
**2016** - \$88 Billion  
**2017** - \$90 Billion

## Community Associations by State

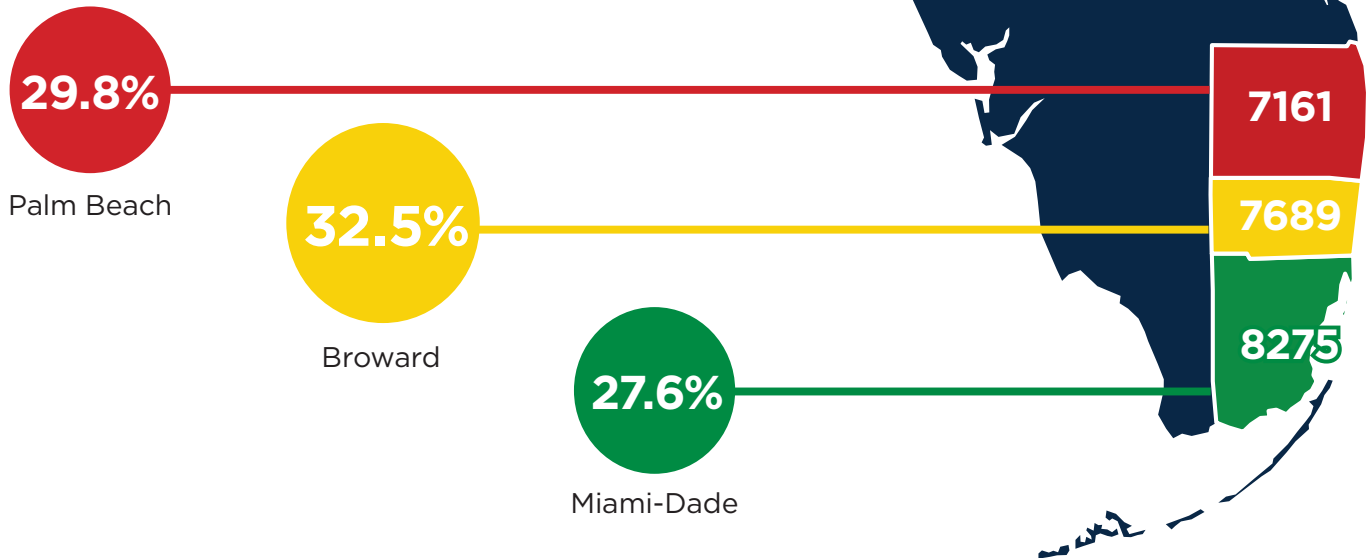


A Fast Growing Industry

# Distribution

## South East Florida: The Association Trifecta!

The 3 largest counties in the ENTIRE United States for associations are **Broward, Palm Beach and Miami-Dade Counties.**



## Every Manager! Every Association! Every Shopping Center! Every Month!

	PALM BEACH	BROWARD	MIAMI-DADE	TOTAL
Condo Associations	3356	3903	4571	11830
Home Owners Associations	1407	1175	575	3157
Co-ops	95	303	85	483
Property Managers	2078	2300	2505	6883
Retail Shopping Centers	438	593	885	1916
<b>TOTAL</b>	<b>7374</b>	<b>8274</b>	<b>8621</b>	<b>24269</b>

## DID YOU KNOW:

**30-40% of Community Associations are self managed and do not employ a professional manager or management company.**

## Advertising Works With Repetition

### CONSISTENCY IS KEY.

Studies show that three impressions used to be the norm. With growing media exposure, the frequency has increased to six times. Advertisers that run every month have exponentially better results than advertisers that run inconsistently.

### IT'S A MARATHON, NOT A SPRINT

The bidding process is lengthy. Property managers have to present multiple bids to the board members. The evaluation process takes time before the job is awarded.



## Print Isn't Dead!

### STUDIES SHOW THAT THE CHANNEL MOST LIKELY TO BE TRUSTED BY ALL GENERATIONS IS DIRECT MAIL.

The percentage of respondents in each generation who say they trust direct mail when making a purchase decision: Silent Generation (83%) , Baby Boomers (80%), Generation X (77%) & Millennials (70%)

**Digital channels are critical to reaching consumers at all levels, but direct mail continues to be the bedrock of trust.**



## Print Drives Web

### STUDIES SHOW THAT PRINT ADVERTISING DRIVES CONSUMERS TO ONLINE SHOPPING.

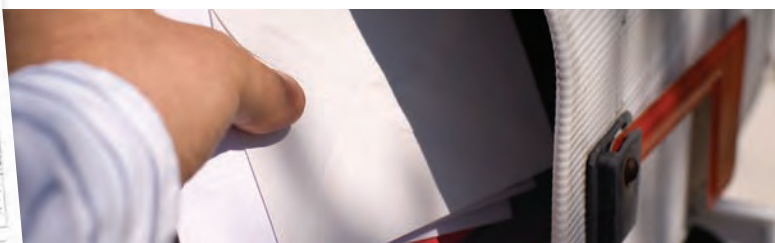
For example, a study by the Direct Marketing Association shows that 78% of consumers react to direct mail immediately. When they receive mail from a brand that they're interested in, 44% of consumers visit the brand's website and 34% search online for more information about the product. Furthermore, a study found that 25% of print catalogs trigger a website visit (and 33% trigger a visit to a retail store).



## Proof of Mailing

### IF THEY CAN'T PROVE IT, DON'T DO IT!

We offer proof of mailing for every issue.



# Measure Your Investment

## Record Your Results

### Monitoring Advertising Performance is Easy

With Our Free Call Tracking Service

#### Know who is calling and never lose a lead.

Call tracking proves your ad is working by guaranteeing an accurate calculation of your return on investment.

This service is included with every ad at no charge to make sure that you never miss a lead or waste any ad dollars.

24/7 REPORTING

LISTEN TO  
EVERY CALL




REAL-TIME  
NOTIFICATIONS

MONITOR STAFF  
PERFORMANCE

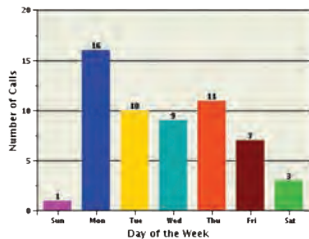
ONLINE RECORDED  
HISTORY

RESPOND TO MISSED  
CALLS

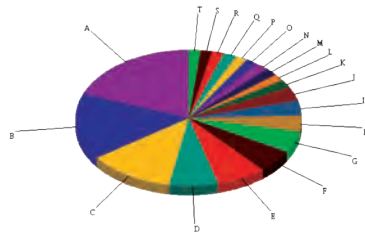
### Call Logs & Analytical Graphics

INDEX	DATE	DAY	TIME	RESULT	DURATION	CALL NUMBER	FIRST NAME	LAST NAME	CITY	STATE	ZIP
	01/05/09	Mon	10:36 AM	C	0:06:28	(954) 123-4565	Arie	Johnson	Deerfield Beach	FL	33441
	01/05/09	Mon	11:45 AM	C	0:01:56	(954) 547-9547	Noel	Smith	West Palm Beach	FL	33414
	01/05/09	Mon	12:28 PM	C	0:03:23	(954) 485-4224	Peter	Olson	Hollywood	FL	33020

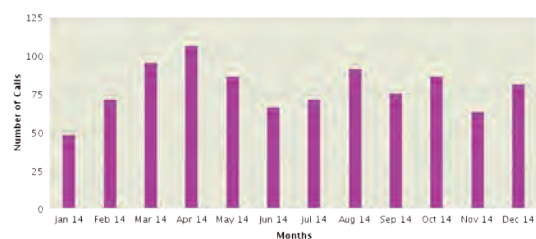
Know When You Get Calls  
Peak Calls By Day



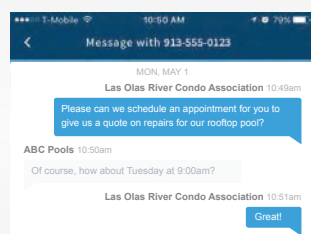
Know Where Your Calls Come From  
Calls by Zip Code



Know Your Monthly Call Volume  
Lead Trending By Location

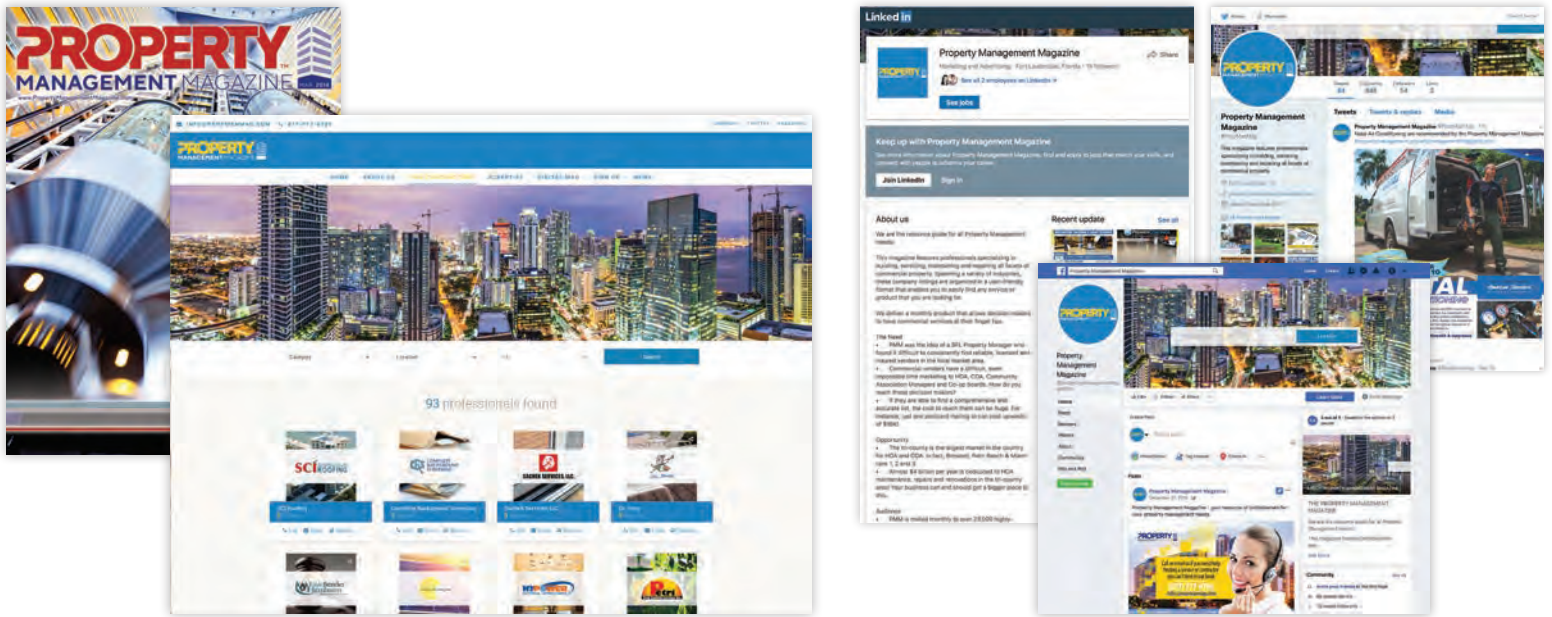


Receive leads  
and send texts  
from your  
tracking number.



# Diverse Marketing Strategies

Print, Social Media (Facebook, LinkedIn, Twitter) and Online Directory



## Why Choose The Property Management Magazine?

1

### Consistent

Mailed every month; 12 issues a year!  
Advertising works with repetition



5

### Visual

Captivating & colorful  
ads entice interest and  
showcase your services



2

### Relevant & Current

Content & advertisers updated monthly



3

### Focused

Companies serving South Florida's  
residential & commercial property  
management industry.



4

### Targeted Distribution

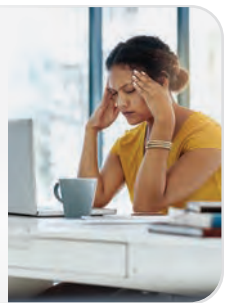
Every manager & association  
in the tri-county area



6

### Other Options

Expos, postcards,  
directories & word  
of mouth, respectively,  
have a limited audience,  
are expensive and aren't  
local or consistent.



7

### Cost Effective

From as low  
as 3.4¢ per piece



Be The Property Manager's Choice

**PROPERTY**  
MANAGEMENT MAGAZINE

# PROPERTY<sup>TM</sup> MANAGEMENT MAGAZINE



## MAGALI SALAZAR

PROPERTY MANAGER, New River Trading Post

“ Finding reliable contractors is the toughest part of my job. Finally a resource guide aimed at our industry delivered to my desk every month. ”



## JORGE VIZCAINO

PRESIDENT, Five Star Clean & Seal

“ A great way to get in front of the decision makers. Excellent leads, big jobs and an unbeatable return on your marketing investment! ”



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