



Home Is Where The Heart Is

 BOZZUTO



Home Is Where...

At Bozzuto, home is where our story begins. This holiday season we will take our residents and prospects on a journey to learn more about the Bozzuto story and discover together what makes a house a home. Whether you're spending time with your pet, crafting beautiful artwork or sipping your favorite wine...at Bozzuto, you're always at home.

Inside This Campaign

- 'Tis The Season to Decorate
- Leasing Ideas
- Community Events
- Eblasts and Flyers
- Social Media Campaign
- Holiday Party Guide

Property Challenge: We are striving for 100% participation for this campaign. There is a lot of room to make it creative and put your property stamp on these winter initiatives. Submit your photos and a brief description of how your property used this campaign, to be included in the monthly marketing newsletter.





‘Tis The Season To Decorate

Show Your Holiday Spirit

Window displays are a staple during the holidays. This tradition, normally reserved for retail companies, gives you a cheerful and creative way to tell prospects and residents your story. Show your property's personality by entering this year's themed window decorating contest. Decorate and submit your creations to Instagram using the hashtag #BozzutoWindows by December 5 to be considered. Winners will be featured on a special Bozzuto website designed to encourage people to come by and check out your windows. Get your residents involved for a fun community activity. Click the images below (while in presentation mode) to view more examples.

This Year's Theme: Home is Where....





Leasing Ideas

Leasing Special

Bozzuto's Season of Giving

This special is all about creating an unforgettable experience. You will be capitalizing on the mystery and excitement of opening presents in order to engage your potential resident in a new way. Create your own prize calendar with a different prize slotted for each day. When someone leases, allow them to open up their date and reveal a gift. Since the winter months can be slow, try running this special for the whole holiday season.



How To:

1. Locate a place in the office to feature the calendar.
2. Assign a move-in gift or leasing special to each day of your calendar. (Hint: There is a list of move-in gift ideas located on the next page.) Choose prizes of different monetary values so that you can advertise that there is potential to win a big prize.
3. Build your calendar. Use this opportunity to get creative. You can use anything you'd like as long as there is an element of surprise for your prospects. [Here are some suggestions.](#)
4. On the date that your prospect leases, have them select the date from your calendar to reveal the prize.



Gift Ideas

Here are a list of gift ideas to get you started. Try and put your property's unique spin on them.

Low Price Point

- Dinner on us – grocery store gift cards
- Paint a free accent wall in their apartment
- Partner with local business to coordinate specials (free appetizers/lunch/a 30 min happy hour)
- Pay for lunch/brunch for them and some friends
- Apple gift cards – for free movie rentals and popcorn
- Move in raffle – signing a lease enters you to win a prize, with a different drawing each month
- Google Chrome/Amazon Firestick
- Quality bottle of wine
- Set of wine glasses
- Netflix gift card
- Pet gift bag – including treats and other items from the Bozzuto store
- Free amenity rental
- Visa gift card
- Waived security deposit

Mid - Higher Price Point

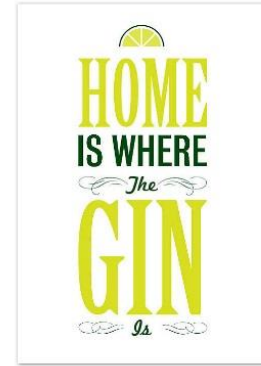
- Subscription to Barkbox for future furry residents
- Free parking for a month
- Waived amenity fee/pet rent
- Apple TV
- Reduced/waived security deposit
- Tickets to a local sporting event
- Partner with a local hotel – offer a free night stay
- Create your dream closet through Organized Living
- Partner with a food delivery app (i.e. Hello Fresh/Blue Apron) to have food delivered to your new lease on the day of move in
- Help your resident get to work – offer a month of free transportation on the metro, Uber, or bikeshare



Open House

Home is Where the _____ is...

Customize this open house idea by filling in the blank yourself. Create an offer that goes along with your theme. For example, if you select wine, you can offer wine during tours and give a bottle as a part of the move-in gift. If you select cocoa, have a hot cocoa bar. If you select pets, invite people to bring their pets on tour and offer reduced pet fees. Check out some of our suggestions or get creative and really let your community's personality shine.





Community Events

Home Is Where the Art Is

This resident event is all about getting crafty. Have a cookie tin decorating party and send your residents home with tasty baked treats. Host a wine and paint night and use your residents' drawings as part of your holiday decorations. Enlist the help of your residents to decorate your window for Bozzuto's window decorating contest. Include a snack and drink bar at your event to make this event unforgettable.

Not so crafty? Try this:

[Cookie Decorating Party](#)
[Spiked Hot Cocoa Bar](#)



Home Is Where Coffee Is



Help keep things as warm and cozy as possible by greeting residents with a hot cup of coffee and breakfast as they head off to work. Write motivational messages on the bags to give them some extra pep as they venture out into the cold weather.



Home Is Where the Love Is

The holidays are a time for giving, and what better way to give than to your very neighborhood? Come up with a way for your community to give back. Invite your residents and site team to participate in a community service project in your area. Below you can find some suggestions as well as a guide to [finding volunteer activities](#) during the holidays.

Community Service Ideas:

- Toy Drive
- Coat Drive
- Pay It Forward Campaign
- Clothing Drive
- Donate to a Local Charity
- Create Holiday Cards for a Children's Hospital
- Sing Carols at a Nursing Home
- Help out at a local soup kitchen
- Host an adopt a pet event



Home Is Where The Pets Are



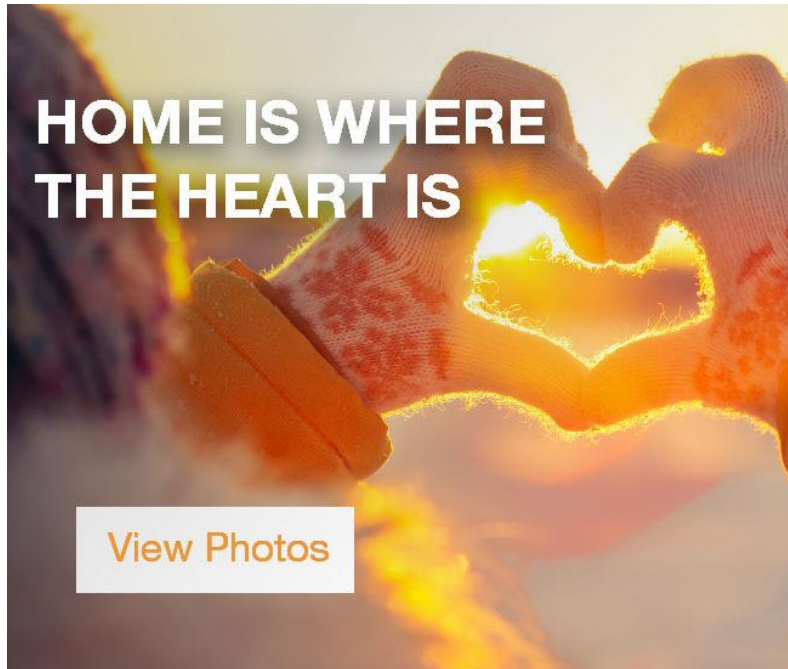
Don't forget about your furry friends! Host an Ugly Sweater Party for all the pets in your community. Attendees can vote on the pet with the ugliest holiday sweater and enjoy plenty of drinks, snacks, and treats. Feature the winner on all your social media pages.





Email Campaigns

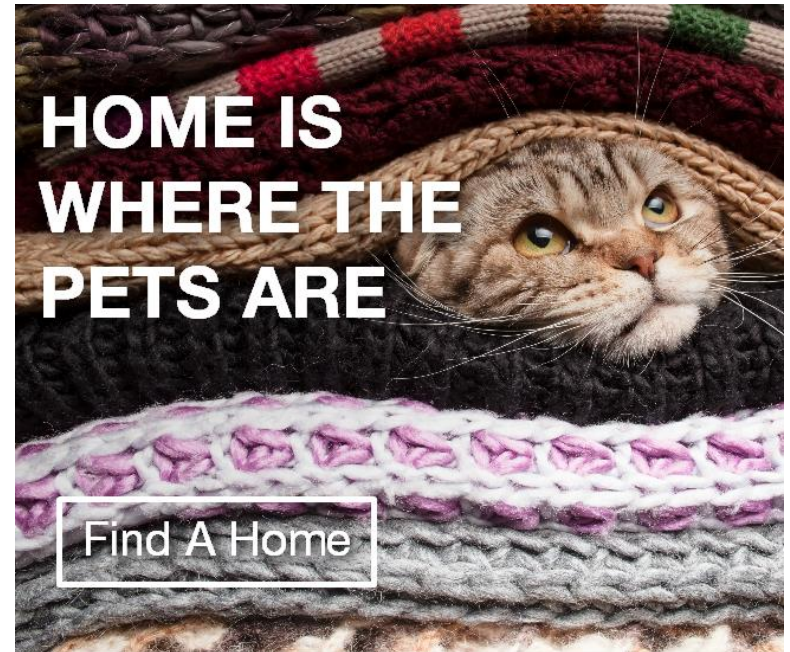
Email Campaigns-Leasing



Home is where our story begins, and this holiday season we want to help you find a place that you'll love.

Looking for a cozy place to curl up with your pet or a space large enough to hang your bike? Whatever your needs, <Property Name> has the right fit. So grab your hot cocoa and start scrolling, because some of our best featured apartments are available right now.

Click the floor plan image to view pricing for all the available units, and claim your floor plan today. In the spirit of spreading even more holiday joy, we'll even <insert special>. Find your home at <Property name>.



Looking for a new home for you and your furry friend? Wet your whiskers at <property name> with drinks, treats, and tours for you and your favorite pal. Bring your pet in with you as you view everything our community has to offer. We're sure there's enough space for you both to be PAWsitively satisfied.

Schedule your tour today or view photos by clicking the "find a home" button.



Email Campaigns-Leasing



Finding a new apartment home in the winter doesn't have to be a somber experience. Picking a Bozzuto-managed community makes it easy to find the best apartment that meets all of your needs and then some. If you want a spacious apartment and top-of-the-line amenities, <Property name> is the place for you.

We're celebrating the season of giving all month long at <Property name>. Lease any day this month and you'll get the chance to unwrap an extra incentive on top of the savings you are already receiving.* Claim your next apartment home by clicking the "Surprises Await" button. You don't want to miss out on these extra savings. Schedule your tour today.



Email Campaigns-Resident





Social Media



Want To Be Bozzuto Famous?

It wouldn't be the holidays without holiday cards! What better way to showcase the achievements we have made this year than with a 'Bozzuto Year In Review Video' for a virtual New Year's Card? We need your help with our Year In Review Video. Record your site team's answers to the following questions and post them along with any other videos or photos of your property's highlights from the year to any social media outlet using the hashtag #Bozzuto2015 by Dec 7. The best ones will be featured in our virtual holiday card and distributed company-wide.

Questions:

- What makes Bozzuto a home to you?
- What was your best moment from this year?
- What makes working here special?

If your video is selected, we may need the original video—so please make sure to save it! Film responses with an Iphone or professional camera to maintain high quality amongst all videos. Submissions are due Dec 7.





Holiday Party Guide

Themes

Everyone has been to a traditional holiday party, so why throw another one? Scrap tradition and go for one for these fun ideas.



Christmahanukwanza Party

Throw a party that incorporates everyone. Cater your party with traditional holiday dishes and drinks from around the world. Decorate with a little bit of everything—a Christmas tree for Christmas, dreidels for Hanukkah, and Kinara candle holder for Kwanzaa. Jam to a playlist of holiday songs from around the world.

Lip Sync Battle: Holiday Edition

This is a theme for the superstars at heart. Have your residents sign up to enter a holiday-themed lip sync battle. Make sure you have tons of holiday songs on hand along with a healthy spread of food and drinks. Avoid hiring a band and have your residents entertain each other all night long. (Still not sure what a lip sync battle is [click here](#))



Dessert Party

Skip the heavy meal and get right to the good stuff. Have your residents enter their best holiday desserts. Have everyone vote on the best dishes, and crown the winners baking champions. Provide plenty of wine, mocktails, and cocktails to round out all the sweets.



Decor

Now that you have selected your theme, transport your residents there with the décor for your event.

Decoration Ideas:

- Create a candy bar for guests to bring home goodies
- Use ornaments in more places than just a tree
- Candles create ambiance and make great décor items
- Christmas lights, snowflake cutouts, and star decorations invoke the holiday spirit
- Fill glass bottles with Christmas lights for a cool decoration



Menu



Bar Menu

Shooter Bar – Have a bar dedicated to the 12 Shots of the Holidays. If you don't have a bartender you can pre-make all of these mixes for quick pouring.

[Click Here for Recipes:](#)

Cinnamon Toast Crunch Shots

Candy Cane Shot

Drunk Gingerbread Man

Eggnog Shooters

The Grinch

Milk and Cookies



Signature Party Punch - Create a signature drink for your property and serve it all night long.

[Click Here for Recipes:](#)

Pineapple Mint Punch

Tequila Grapefruit Splash

Winter Sangria

Spiked Sparkling Cider



Create an Eventbrite

Manage your holiday party with a couple of clicks on Eventbrite. Make planning easy by having your guests register for your event—they'll get all the information they need in one place, and you'll know how many people plan on attending. Any last minute changes will be communicated directly to your attendees. How easy is that?



1. **Login.** Go to Eventbrite.com and login to your existing account. If there is no account for your property, click “Sign Up” and create your page using your property email address and a password you will remember .
2. **Update** your new login information in Bozzuto Link.
3. **“Create An Event”** to get started
4. **Fill in the form** with your event title, venue name (i.e. property name and amenity), date and time
5. **Fill in “Event Details”** with everything your attendees will need to know about the event, and what they will experience. Include images and videos to make this section seem more lively. Be sure to include contact information just in case people have questions. Use the “Add FAQs” button to be proactive about questions people may ask.
6. **Fill in organization/host** with your property name and any relevant details about your property
7. **Link it up.** Add links to your social media pages by clicking the “Include a link to my Facebook page.” Do the same for other social media platforms.
8. **Create tickets** by selecting the type of ticket you will be selling. Name all ticket types you have created so that attendees know what they are purchasing. If it is a complimentary ticket simply writing “Free” will convey this.
9. **Promote Your Event.** This portion of the form allows you to change your privacy settings. By default it will be a public event.
10. **Design.** Play with colors and images in this section with the preset themes or create your own. Choose to show your attendee list to the public or keep it private.
11. **Make Event Live** by clicking the button in the upper right corner.



Social Bank

Use any of the photos in the social bank for flyers, emails, and social media posts. The photos are holiday-themed and will highlight the little extras that make life a little more pleasant. [Click here to view](#)

