

PROPERTY MARKETING SERVICES



Evernest Multifamily

Scale with confidence through transparent, expert guidance.





01 Premium Promotional Items

02 Full-Service Branding

03 Property Websites

04 Social Media

05 Collateral

06 Signage

07 Events



01



PREMIUMS & PROMO ITEMS

We provide exceptional merchandise and promotional items as tenant move-in gifts, for brand awareness, and to stay relevant throughout the year. We elevate the tenant experience through thoughtfully curated, premium items.



02



FULL-SERVICE BRANDING

We craft cohesive brand identities for all types of buildings and projects, encompassing everything from naming and logo design to signage and move-in gifts. We commit to maintaining consistency across all mediums to reinforce the brand image seamlessly.



MORRIS STATION





PROPERTY WEBSITES

We craft dynamic property websites with AppFolio for easy editing of prices, incentives, and promotions. These sites give prospective tenants an immersive experience and allow them to envision living in the property. From there, we enhance the tenant experience with convenient tools, maintaining a distinctive brand presence.

03

The collage includes:

- A large image of a modern apartment building with brick and glass facade.
- A laptop screen showing the Canden Crossing website, featuring a living room interior and a couch.
- A smartphone screen showing the Canden Crossing website, featuring a living room interior and a couch.
- A smartphone screen showing the Northview Property Management website, featuring a pool and the text "FIND YOURSELF AT HOME".
- A tablet screen showing the Low-Line Commons website, featuring an exterior view of the building and the text "WELCOME TO LOW-LINE COMMONS".

SOCIAL MEDIA

04



We'll create and curate building-specific social media accounts to engage and connect tenants by:

Promoting upcoming and past tenant events

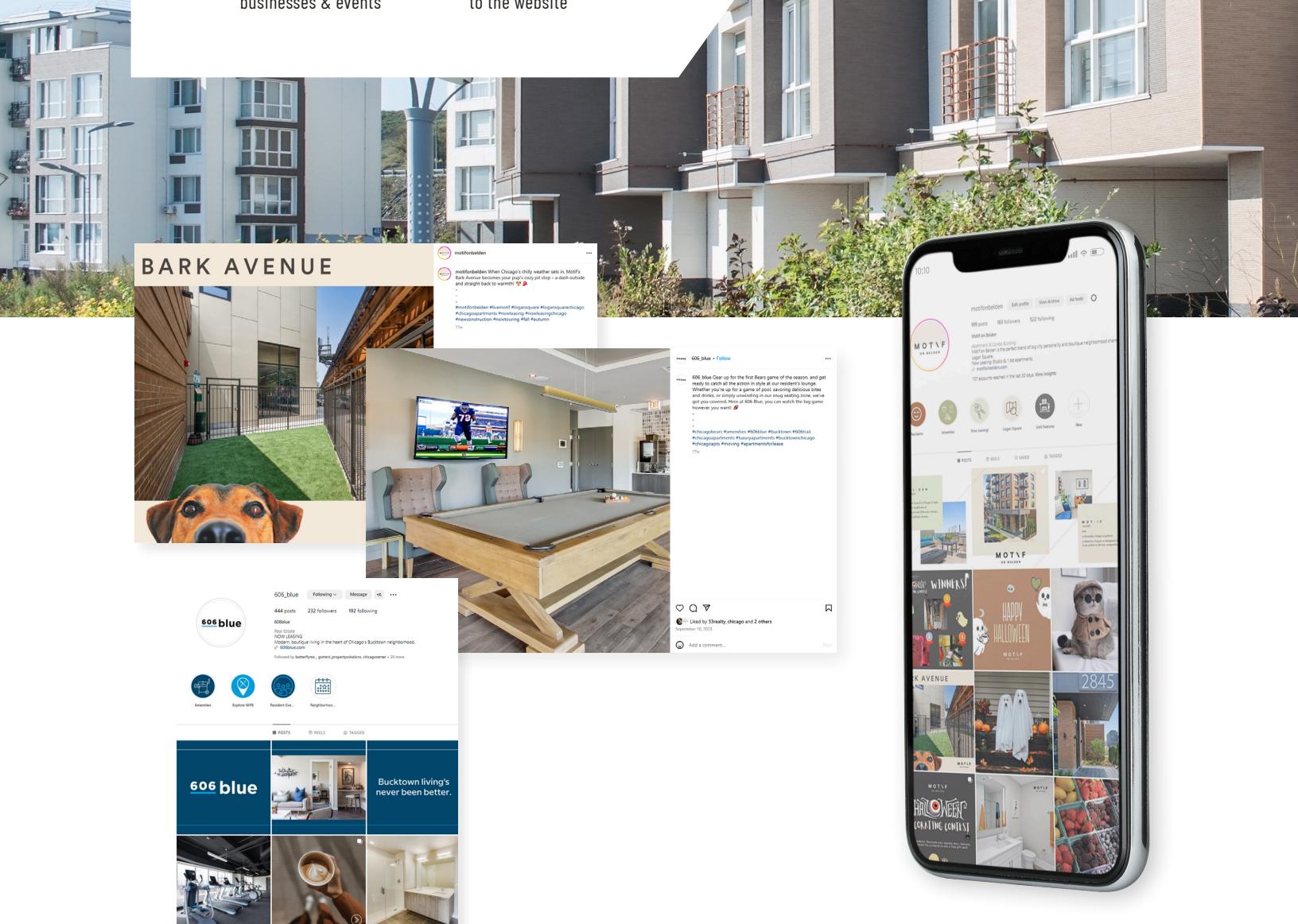
Reminding tenants of upcoming holidays

Announcing leasing specials

Fostering personal, genuine interaction

Highlighting local businesses & events

Driving traffic to the website



05



COLLATERAL & CREATIVE

We create and design diverse materials, such as posters, flyers, and graphics, to enhance and communicate the brand identity of a building using cohesive branding language and visual elements.



06

SIGNAGE

We create custom signs, banners, window clings, sandwich boards, and brochures, guiding people effectively. Quality signage:

Delivers a message and speaks for you.

Doesn't interrupt daily lives.

Relays important information.

Drives people to take action—call, visit website, inquire, etc.

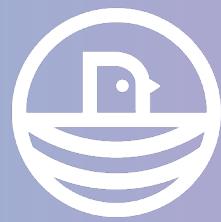


07

EVENTS

We organize unique, intimate tenant events, such as a wine-and-pie-pairing party, to cultivate a strong sense of community. Through experiential marketing, we aim to create meaningful interactions that allow tenants to actively participate and truly feel a part of something special.





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