



NWCLA

Northern Worcester County Landlord Association

NWCLA Web Site Demo & Online Marketing Strategies

Presented by Brian Lucier



Meeting Agenda

- **NWCLA Organization**
- **NWCLA Web Site**
 - Overview
 - Member's Page Login
 - Download Eviction List
 - Download Drug Arrest List
 - Download NWCLA Newsletters
- **Marketing Your Rental Units**
 - Traditional Marketing: Newspapers, Flyers, Brochures, Referrals, Word of mouth
 - Online Strategies
 - Craigslist
 - LinkedIn
 - Twitter, MySpace, Blogs, You Tube
 - Flickr, Shutterfly, Kodak
 - Personal Web Pages
 - HTML and other email blasts
- **Q & A Session**



About the NWCLA

- **NWCLA Organization**

- Founded November 11th, 2000
- **Jamie Merrill, Brenda Covenov Watson, and Lorie Spaulding** were the co-founders and hired Attorney **Micheal J. Ciota** who wrote and formed the organizations by-laws
- MRHA - Association of the year for 2003
- 2003 Started NWCLA Newsletters
- Newsletter currently up to Volume 63
- July 30th, 2004 Launched the NWCLA Web Site
- January 1st, 2009 Obtained control of the NWCLA web site content
- January 1st, 2009 Launched online initiative for NWCLA Newsletters



NWCLA Web Site

- **NWCLA Online**

- Overview

- Meeting Announcements on every page of the site
 - Helpful Landlord Links
 - Meeting Topics
 - About Us
 - Non-Profit Organization
 - Nominated BOD
 - BOD Elected Officials
 - For Rent Page
 - Legislation Page
 - Sponsors Page
 - Members' Page

The screenshot shows the NWCLA website homepage. At the top, there is a navigation bar with links for Home, Join NWCLA, Links, Meeting Topics, About Us, Contact Us, For Rent, Legislation, Sponsors, and Members. A 'Members Login' button is also present. The main content area features a large photo of a meeting at Monty Tech with the headline 'THE NWCLA NOW MEETS AT MONTY TECH'. To the left, there is a section for 'Ginny's Thrift Shop MONTHLY FOOD DRIVE' with a description and a photo of a house. To the right, there is a 'Bulletin Board Community Interests' section with a 'NWCLA FEB 11th MEETING NOTICE'. Below the main meeting photo, there is a 'Dear Fellow Landlords and Property Managers' section. At the bottom, there are three columns: 'JOIN TODAY! Membership Benefits', 'NWCLA invites You to Join Us!', and 'We are proud to serve the following communities:'. The footer includes a small text credit: 'Site designed by Lucier Illustration & Design and maintained by: www.sitemagicians.com'.



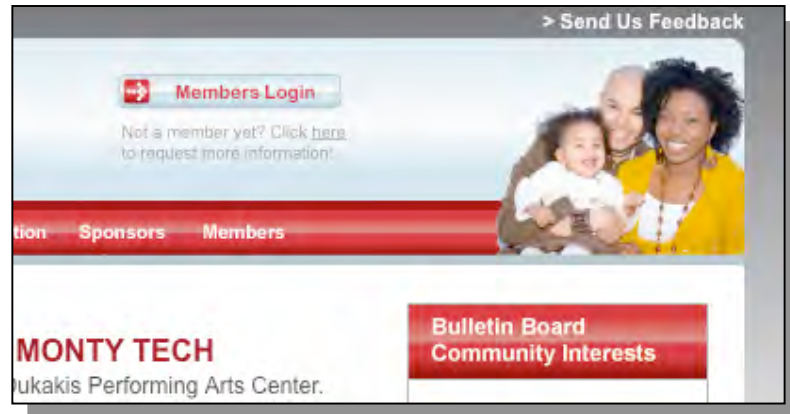
NWCLA Web Site

- **NWCLA Members' Page**
 - **Member's Page Login**
 - Click on: Members Login from any page
 - Click on: Enter Site Button
 - Enter Password
 - Click on: OK
 - Click on: OK



NWCLA Web Site

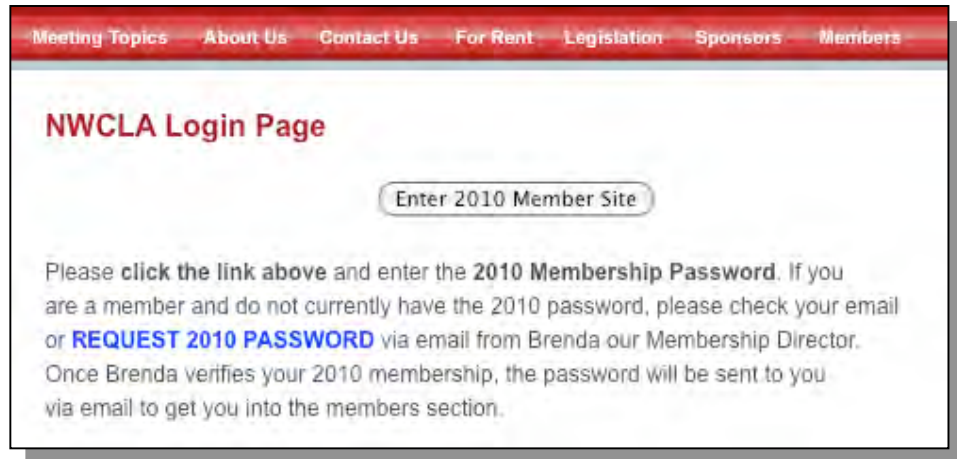
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Meeting Topics About Us Contact Us For Rent Legislation Sponsors Members

NWCLA Login Page

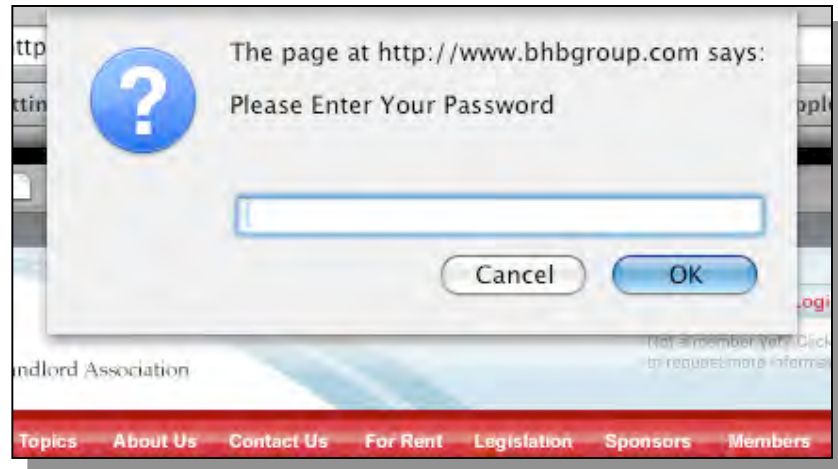
Enter 2010 Member Site

Please **click the link above** and enter the **2010 Membership Password**. If you are a member and do not currently have the 2010 password, please check your email or **REQUEST 2010 PASSWORD** via email from Brenda our Membership Director. Once Brenda verifies your 2010 membership, the password will be sent to you via email to get you into the members section.



NWCLA Web Site

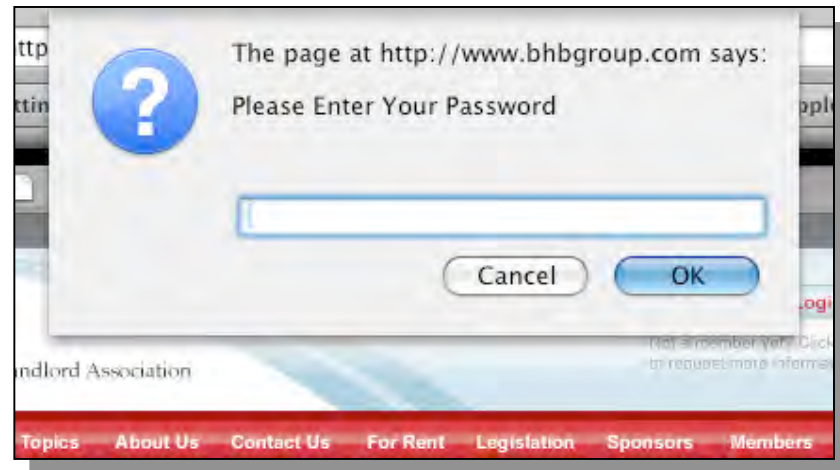
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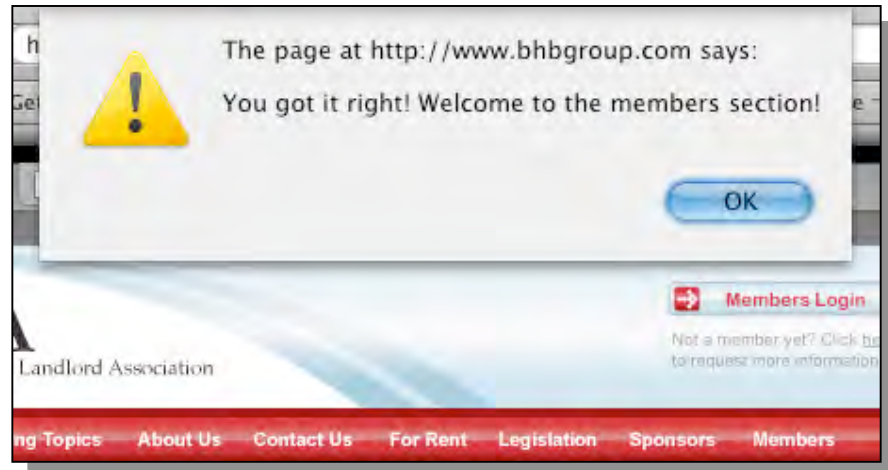
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NWCLA Web Site

- **NWCLA Members' Page**
 - **Member's Page Login**
 - Click on: Members Login from any page
 - Click on: Enter Site Button
 - Enter Password
 - Click on: OK
 - Click on: OK
 - **Private Password to Access:**
 - Members' Section
 - Eviction Lists
 - Drug Arrest Lists
 - Newsletters
 - Community Pages



The screenshot shows the NWCLA website's 'Members Section'. It features a navigation bar with links like Home, Join NWCLA, Links, Meeting Topics, About Us, Contact Us, For Rent, Legislation, Sponsors, and Members. The main content area is titled 'NWCLA Member's Section' and includes several sub-sections: 'MEMBERSHIP TOOLS' with PDF links for 'Local Drug Arrest List' and 'Housing Court Eviction List'; 'HELPFUL LINKS' for member blogs and community links; 'NWCLA 2010 NEWSLETTERS' and 'NWCLA 2009 NEWSLETTERS' with monthly links; and a 'Business Board' section with a meeting notice. At the bottom, there is a banner for the Massachusetts Rental Housing Association and three columns of information: 'JOIN TODAY!', 'NWCLA Invites', and 'We are proud to serve the following communities:'.



NWCLA Web Site

- **NWCLA Members' Page**
 - Download NWCLA Newsletters
 - 11 Newsletters per year
 - 12 pages per Volume
 - 63 Volumes
 - Over 700+ pages of content
 - Sponsorship Ads
 - Helpful Landlord Articles
 - Full Download Available Online
 - Searchable PDF Document
 - Live click through for web sites and email addresses

The screenshot displays the NWCLA website interface for a newsletter. At the top, there is a header with the NWCLA logo and the tagline "Landlords Helping Landlords". Below the header, it indicates "Volume 63" and "February 2010". The main content area features a section titled "NWCLA President's February Letter" with a small photo of the president. The letter discusses the MOC housing program and the challenges faced by landlords. To the right of the letter, there is a sidebar with a table of contents titled "In This Issue" listing various articles and their page numbers. At the bottom of the page, the website URL "www.nwcla.com" is visible.



Marketing Your Rental Units - Traditional

- **Marketing Your Rental Units**
 - Traditional Marketing
 - Newspapers
 - Flyers
 - Brochures
 - Referrals
 - Word of mouth
 - Other Suggestions...
 - Tenant Retention
 - Tenant Newsletters
 - Move-In Incentives
 - Monthly Contests
 - Holiday Greetings
 - Other Suggestions...





Marketing Your Rental Units - Online

- **Marketing Your Rental Units**
 - Online Strategies
 - Craigslist
 - LinkedIn
 - Twitter, MySpace, Blogs, You Tube
 - Facebook, Flickr, Shutterfly
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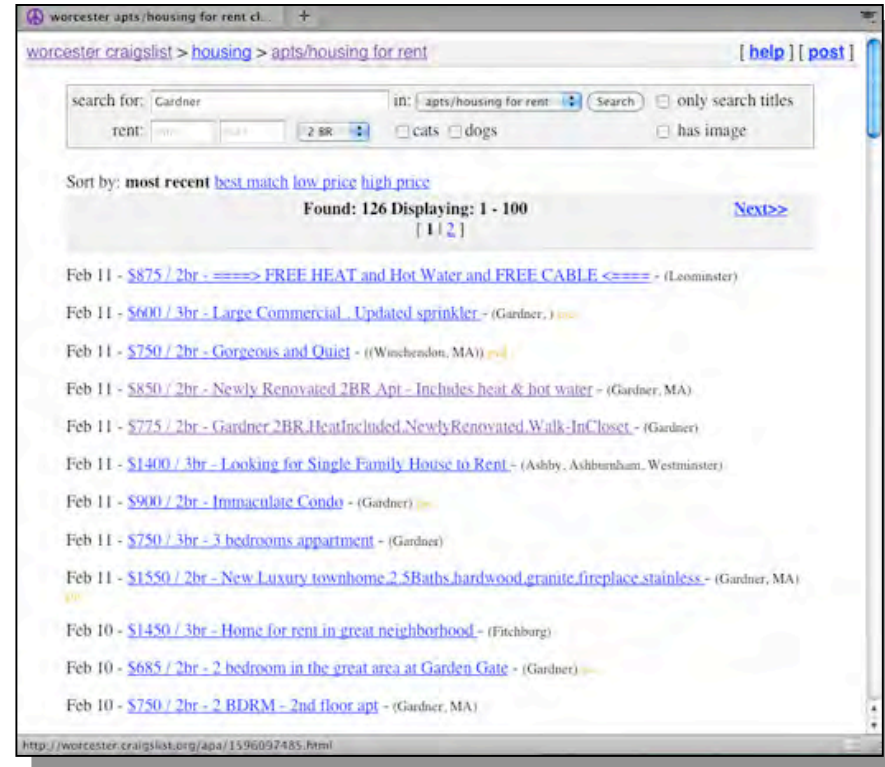


Marketing Your Rental Units - Online

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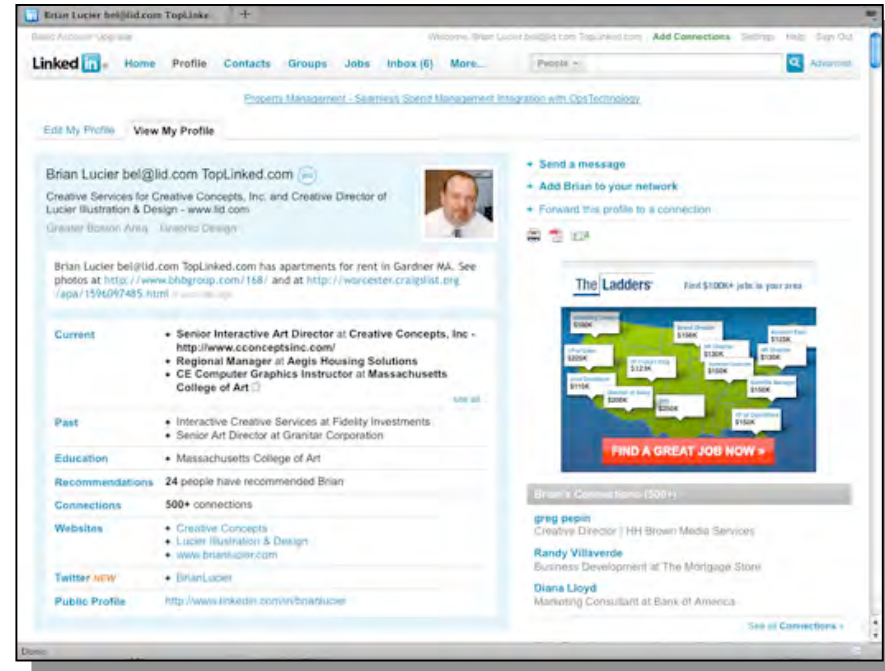
The screenshot shows a web browser window displaying search results for rental units in Gardner, MA. The search criteria include 'rent: \$800 - \$1000' and '2 BR'. The results are sorted by 'most recent' and show 126 found listings. The first few listings are:

- Feb 11 - \$875 / 2br - FREE HEAT and Hot Water and FREE CABLE - (Leominster)
- Feb 11 - \$600 / 3br - Large Commercial, Updated sprinkler - (Gardner,)
- Feb 11 - \$750 / 2br - Gorgeous and Quiet - (Winchendon, MA)
- Feb 11 - \$850 / 2br - Newly Renovated 2BR Apt - Includes heat & hot water - (Gardner, MA)
- Feb 11 - \$775 / 2br - Gardner 2BR, Heat Included, Newly Renovated Walk-In Closet - (Gardner)
- Feb 11 - \$1400 / 3br - Looking for Single Family House to Rent - (Ashby, Ashburnham, Westminster)
- Feb 11 - \$900 / 2br - Immaculate Condo - (Gardner)
- Feb 11 - \$750 / 3br - 3 bedrooms apartment - (Gardner)
- Feb 11 - \$1550 / 2br - New Luxury townhome, 2.5 Baths, hardwood, granite, fireplace, stainless - (Gardner, MA)
- Feb 10 - \$1450 / 3br - Home for rent in great neighborhood - (Fitchburg)
- Feb 10 - \$685 / 2br - 2 bedroom in the great area at Garden Gate - (Gardner)
- Feb 10 - \$750 / 2br - 2 BDRM - 2nd floor apt - (Gardner, MA)



Marketing Your Rental Units - Online

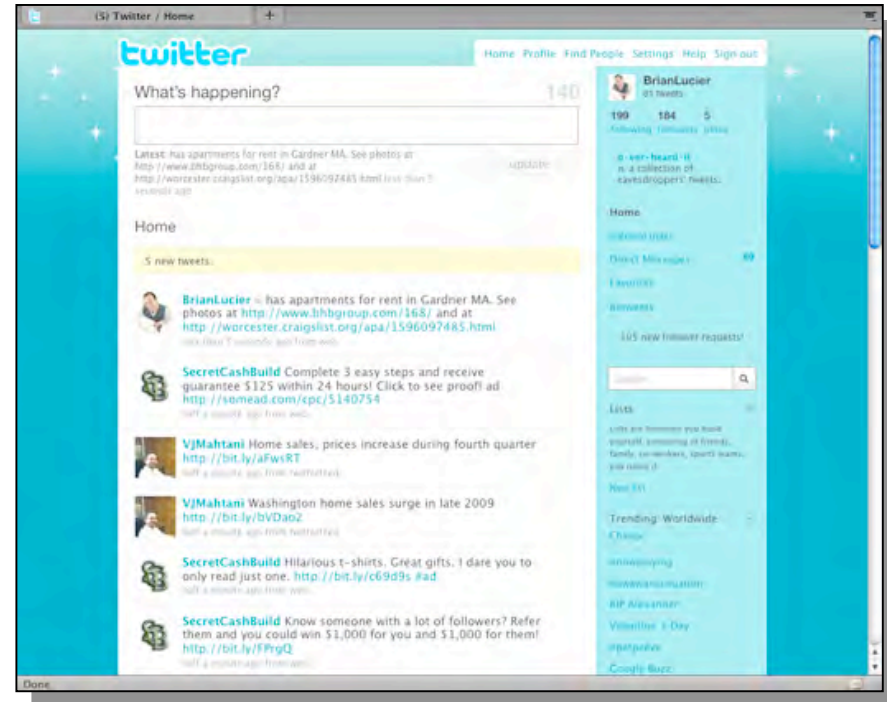
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NWCLA

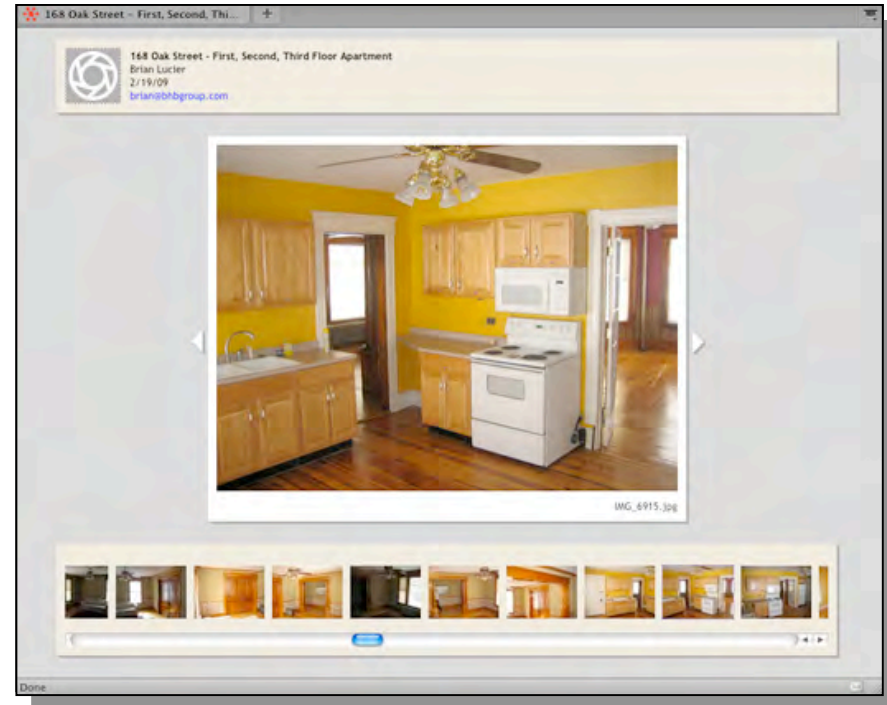
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"Landlords Helping Landlords"



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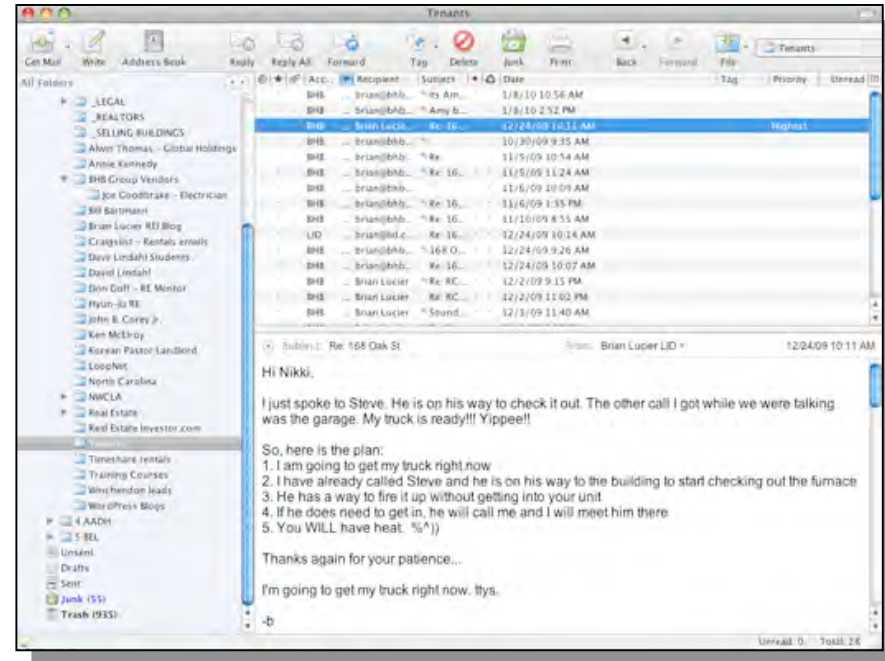
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"Landlords Helping Landlords"



Marketing Your Rental Units - Online

- **Marketing Your Rental Units**

- Online Web Sites and Portals

- <http://www.Craigslist.com>
- <http://www.Postlets.com>
- <http://www.LinkedIn.com>
- <http://www.Twitter.com>
- <http://www.MySpace.com>
- <http://www.YouTube.com>
- <http://www.Facebook.com>
- <http://www.Flickr.com>
- <http://www.Shutterfly.com>
- <http://www.Restaurant.com> (tenant retention promotion)
- <http://www.esurance.com> (tenant renters insurance)
- <http://openoffice.pro-2010.com> (free software to convert multiple MS applications)
- <http://www.pbp1.com/> (property management supplies)
- <http://www.epa.gov/lead/pubs/renovation.htm> (epa RRP certification info link)
- <http://www.epa.gov/lead/pubs/toolkits.htm> (epa RRP certification info link)
- <http://www.IEEtrains.com/> (epa RRP certification training link)



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Questions & Answers