

Establishing & Strengthening your brand

- **Transparency** – It is quite “ok” to share facts about what you are doing with community.

- Key Stakeholder Immediate Engagement is crucial
- Maintain Long-Term Engagement that makes sense



- **Inclusion** – It is quite “ok” to be inclusive of community in the process whatever that process is....

- Intentional** creation of direct involvement opportunities

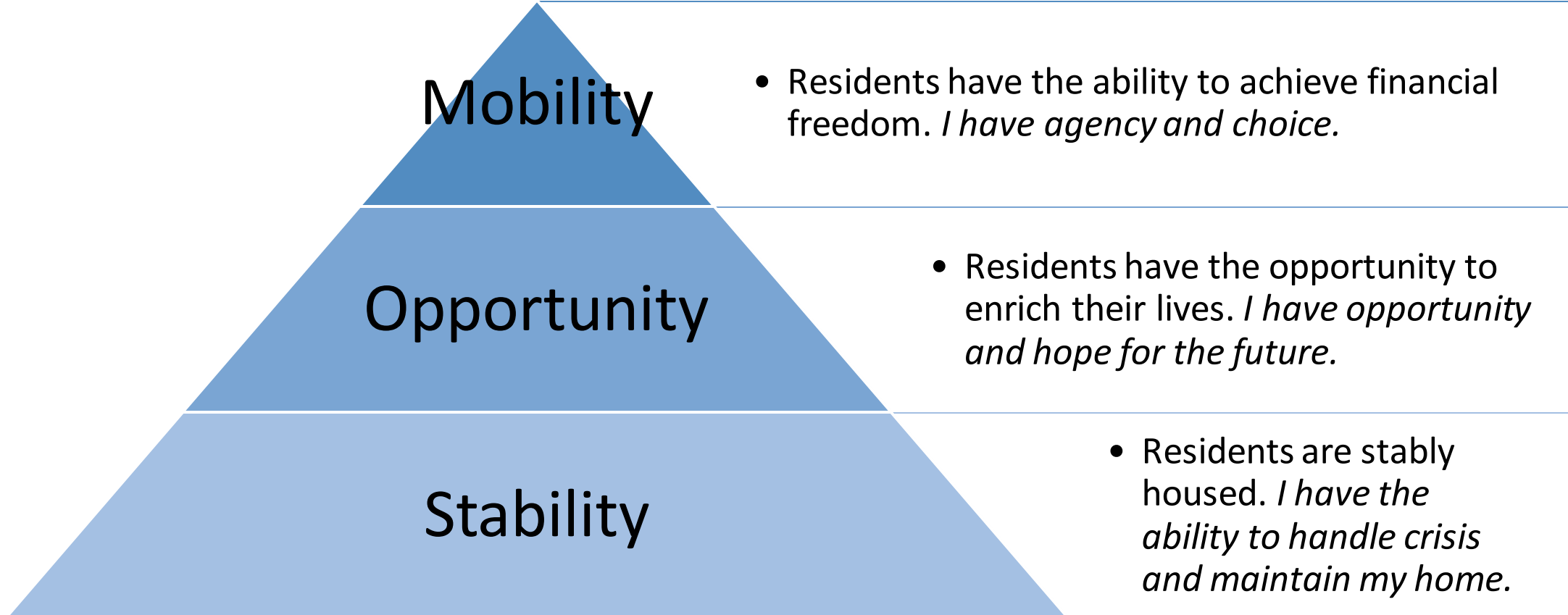


- **Consistency** – It is quite “ok” to repeat that transparent message. When you repeat facts they become very one’s fact

- Boots on the Ground – having that “community organizer” person immersed in the daily life of a community reinforces the facts you share.

Creating & leveraging innovative community/organizational partnerships

What makes us a “smart” partner to partner with Unit an “asset” for the resident and the developer



Internal/operational systems changes to maximize community impact

