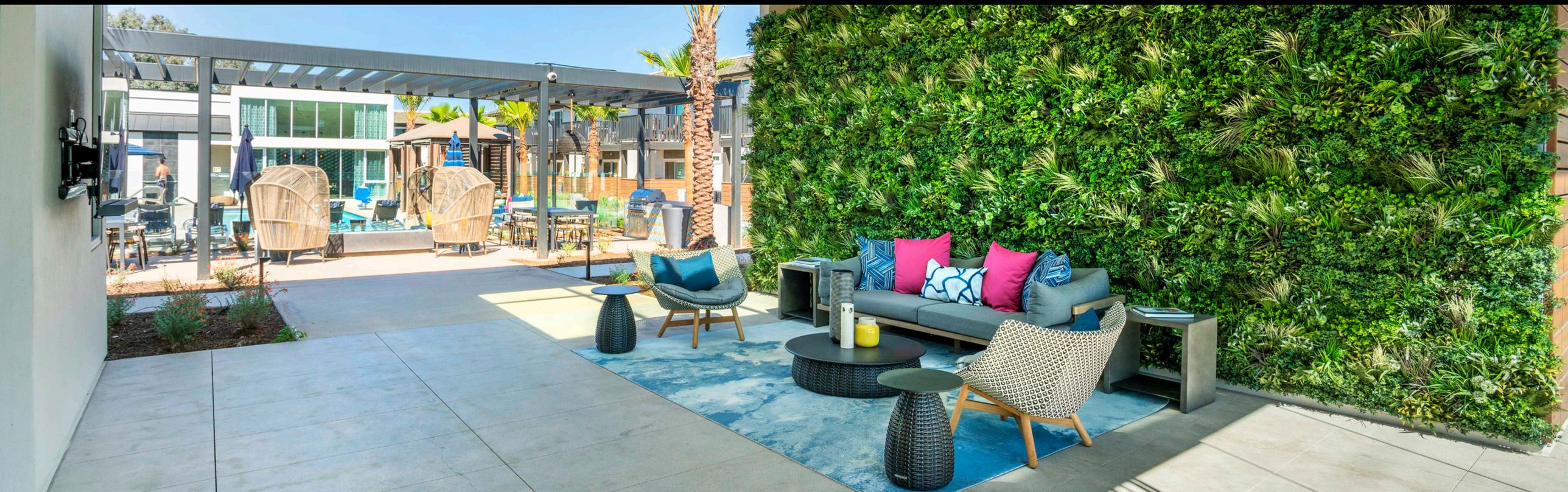
Q3
2026

Executive Strategy Memo

STRATEGY FORWARD

EVERNODE AI
AI THAT SPEAKS MULTIFAMILY MARKETING

Turn heads.
Win hearts.
Fill homes.



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Q3
2026

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The Q3 Reality

The Final Push Before the Fall

Summer is the undisputed peak of the leasing cycle. Between June and August, search volume spikes, velocity increases, and the competition for high-value renters hits a fever pitch. But as we move into Q3, the window to capture the "last-minute" movers—those finalizing job relocations or college plans—begins to close.

This isn’t the time for autopilot.

Our Q3 strategy is designed to outmaneuver the competition by doubling down on mobile-first optimization, shifting ad messaging to highlight "heat-beating" amenities, and pivoting our social content from simple "posting" to true community storytelling. Most importantly, we are deploying advanced Generative Engine Optimization (GEO) to ensure your property isn’t just found in traditional search—but is the definitive answer in the AI platforms where renters are increasingly starting their journey.

Here is how we are piloting your marketing journey through the heat of Q3.

The Future of Search is Here

(And We’re Ready)

The way renters search is fundamentally changing. They are no longer just typing "apartments near me" into Google; they are asking complex questions to AI platforms like ChatGPT, Google Overviews, and Perplexity.

Ready to Dominate AI Search?

+ Add our Blogging Services to your package.

01 GEO Snippets

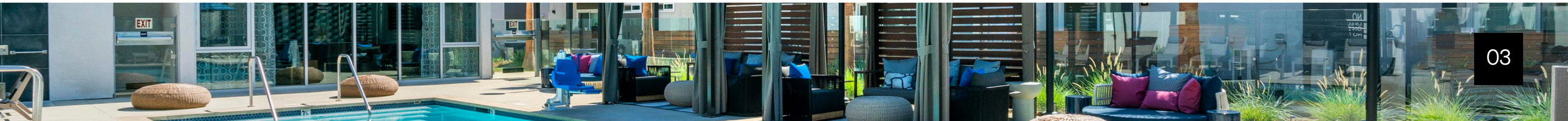
We strongly recommend **Generative Engine Optimization (GEO) Articles**. This is the ultimate dual-threat authority builder. GEO articles position your property as the definitive answer in both traditional and AI search.

02 Multi-Intent Optimization

We are optimizing your content for complex, lifestyle-driven queries like, “apartments near summer events in [City].”

03 AI Citation Optimization

We ensure your site content includes direct, concise answers designed specifically to be pulled into AI-generated responses.



Closing the Gap

From Vacant to Leased

As we enter the late summer, the goal shifts from building a waitlist to closing the remaining percentage of vacancy with urgency and precision.

01 The Flash Strategy

Short-burst, high-frequency ad campaigns targeting renters actively searching during peak move-in windows. We compress the funnel with urgency-driven creative and geo-targeted delivery.

02 Competitive Conquesting

Targeting renters researching competitor properties with strategic ad placements that redirect attention to your community's unique advantages.

03 The Amenity Pivot

We are adjusting ad creative to focus heavily on "Cool Amenities." Highlighting features like central AC, covered parking, and indoor resident lounges directly answers the immediate needs of renters touring in the summer heat.



Covered/Garage Parking



Central AC



Indoor Resident Lounges

Show the Lifestyle

Prove the Value

Renters don't just lease an apartment; they lease a lifestyle. In Q3, we are expanding our White Glove Social strategy from evergreen content posting to immersive storytelling that humanizes the community.



01

Storytelling Always Wins

We analyzed the data to see exactly what content drives engagement. The result? We are prioritizing "Resident Spotlights" and summer community events over standard unit photos. We want prospects to feel the energy of your community before they ever step on the property.

02

Data-Driven Empathy

Using EvernodeAI, we analyze your recent reviews to identify the most common positive keywords. We can then update your website copy and Performance Max campaigns to mirror that exact language. If your residents love the "peaceful courtyard," your ads will highlight the "peaceful courtyard."

03

The Result

Your property’s brand identity perfectly matches the resident reality, building immediate trust with prospects.

The Summer Search is Mobile

During the summer months, your prospective renters aren't sitting at a desktop—they are traveling, attending events, and browsing on the go. If your digital presence isn't built for mobile speed, you are losing leases before the page even loads.

Speed is Revenue

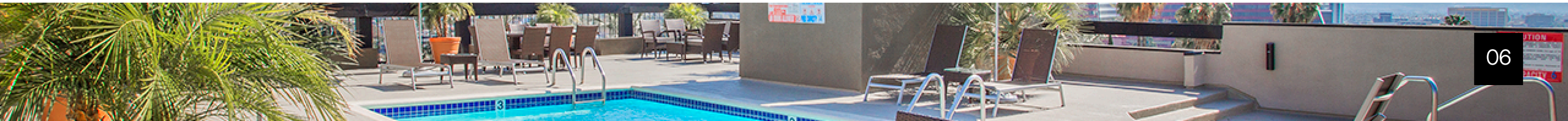
We are actively monitoring and optimizing your web assets through EvernodeAI to ensure ultra-fast, frictionless mobile performance. A slow site in July is a lost lead.

Conversion Testing

We are rolling out strategic **A/B testing** on your primary calls-to-action. By testing **"Schedule a Tour"** against **"Virtual Tour"** on mobile devices, we identify the exact phrasing that drives the highest conversion rate for your specific demographic during the busy season.

Want to A/B Test Tours?

If you would like to set up a custom A/B test for “Schedule a Tour” versus “Virtual Tour” CTAs, please contact your Account Manager.



Your Q3 Action Plan

Maximize Your Visibility

To fully leverage the Q3 leasing surge, consider these strategic enhancements:

01 Capture the FOMO
Lifestyle+ Video

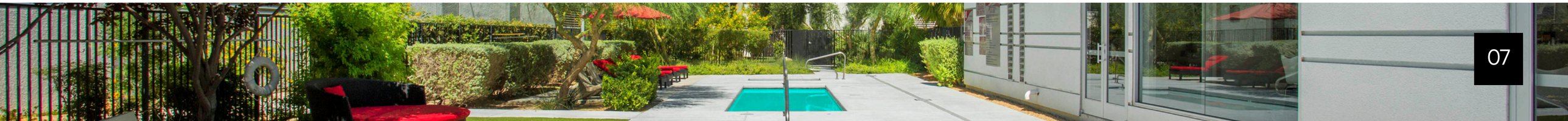
The weather is perfect. Now is the time to capture high-quality footage of your poolside, fitness center, and rooftop social hours. Let's create a "fear of missing out" that drives urgency.

02 Deploy the Content
Short-Form Social Ads

Take that new lifestyle video and let us run a targeted "Summer Flash Sale" campaign on TikTok and Instagram Reels. This format is currently delivering our lowest Cost Per Lead (CPL) across the board.

03 Consolidate & Save
Full-Stack Migration

By migrating to a Platinum Full-Stack Bundle, you consolidate your marketing efforts into a single, powerful command center, secure priority support, and lock in a lower blended rate.



Finish the Summer Strong

Ready to dominate AI search?

Add our Blogging Services to your package for maximum AI search visibility.

DIY Blogging
$99/mo + $99 setup
One organic blog, one GEO blog, and FAQ schema you can manage yourself via EvernodeAI.

White Glove Blogging
$169/mo + $169 setup
The same powerful deliverables, fully managed and published by the GTMA team.

The Next Step:

Reach out to your Account Manager this week to discuss which of these Q3 enhancements makes the most strategic sense for your current occupancy goals.