

The Q4 Playbook

STRATEGY FORWARD

Protect Occupancy. Make Every Lead Count. Prepare for 2027.

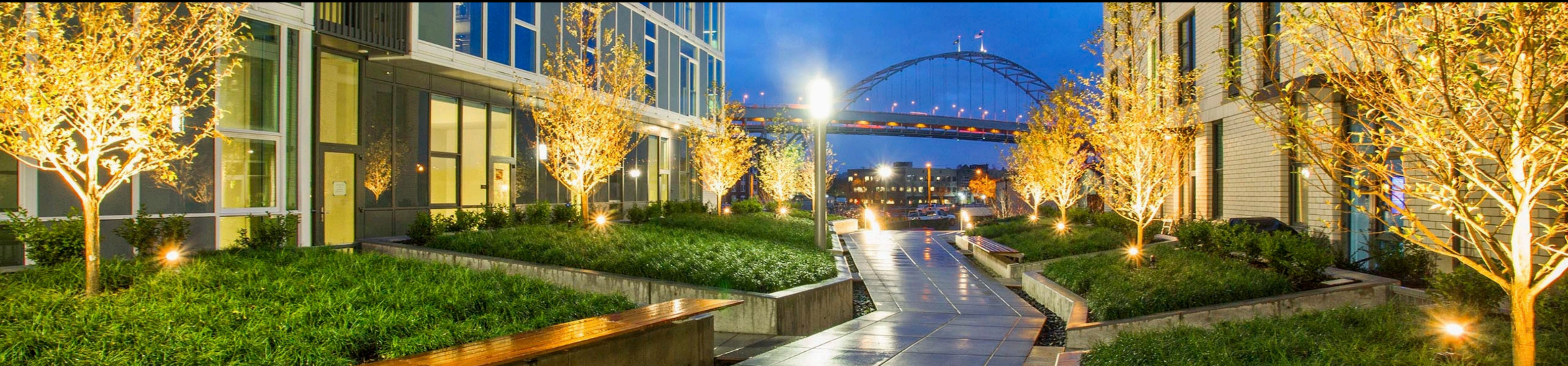


INSIDE

Paid Search and Social
SEO, AI Discovery, and Resident Proof

EvernodeAI Updates
Property-Specific 2027 Planning

A five-minute
planning guide



Lower Volume Raises the Value of Every Lead

Q4 can bring softer apartment search volume in many markets, but the prospects still searching often have clearer timelines and more immediate needs.

The strongest approach will vary by property. Occupancy, availability, local demand, lead quality, and operational capacity should determine which actions come first—not the calendar alone.

THREE Q4 PRIORITIES

- 01

Capture Urgent Demand
Focus on prospects with clear timelines and move-in intent.
- 02

Make the Path Relevant
Align the message, offer, and next step around current property needs.
- 03

Use Q4 to Plan Q1
Turn year-end performance into property-specific 2027 decisions.



START HERE →

Make every marketing dollar and every qualified lead work harder.

Focus Budget Where Intent is Visible

When demand is lighter, broad traffic becomes less valuable. Paid search should connect high-intent renters with accurate availability, relevant offers, and a direct next step.

01

Reduce Low-Value Traffic

Audit search terms and negative keywords.

02

Tighten the Intent Signals

Target immediate move-ins, live availability, and approved offers.

03

Lead with What is Available

Prioritize high-need floor plans in ads and landing paths.

THE OUTCOME →

More efficient media spend and a clearer path for ready-to-move prospects.



Make the Q4 Shift Feel Useful

Connect real property benefits with the renter's immediate needs — then carry that promise through the conversion path.

RECOMMENDED MOVES

01

Lead with Current Value

Highlight relevant differentiators: interior comfort, work-from-home space, covered parking, smart-home, or in-unit features.

02

Match Message to Next Step

Align approved offers, ad extensions, landing-page content, and calls to action.

03

Re-Engage Warm Prospects

Retarget floor-plan and availability viewers who did not inquire, tour, or apply.

04

Use Direct Calls to Action

Test Check Availability, Schedule a Tour, or Apply Now based on the leasing process.

THE OUTCOME →

Stronger message relevance, less conversion friction, and more useful follow-up with warm prospects.

Clear Answers Help Renters Move Forward

Discovery now spans traditional search, map and listing profiles, and AI-assisted tools. Every channel needs accurate, property-specific information renters can act on.

- 01

Answer Real Renter Questions

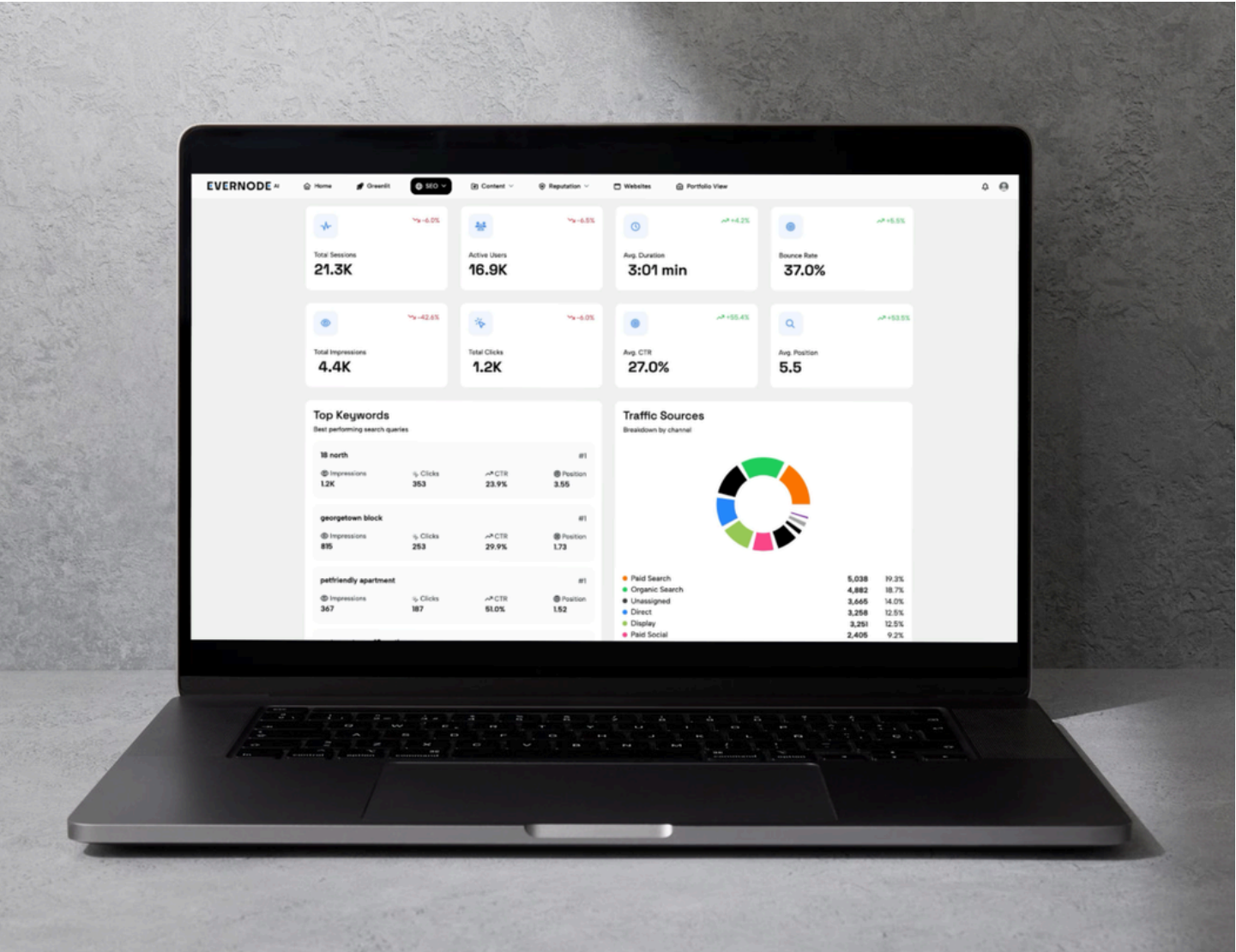
Build location-specific FAQs from leasing-team input and verified property details.
- 02

Establish a Visibility Baseline

Use EvernodeAI's AI SEO Score to identify and prioritize gaps.
- 03

Make Property Information Agree

Check the website, Google Business Profile, ILS listings, and other major profiles.



THE OUTCOME →

Clearer answers and stronger visibility signals – without promised rankings or AI recommendations.



Trust is Part of the Conversion Path

Reviews answer the questions polished marketing cannot: What is it really like to live here? Which experiences stand out? How does the property respond when something needs attention?

- 01

Find the Themes
Identify the positive experiences residents mention most often.
- 02

Use Approved Proof
Feature approved 4- and 5-star excerpts in relevant website, social, email, and advertising content.
- 03

Create Ownership
Keep a consistent response cadence and route recurring issues to the right operational contact.

THE RESULT →

Stronger trust and more credible messaging from the resident advocacy already available.

Make On-Site Execution Easier

Turn strategy into coordinated, repeatable action.

AVAILABLE NOW

FAQ Content at Scale

Turn property-specific renter questions into useful website content.

AI SEO Score Assessments

Identify visibility gaps and prioritize what to address first.

COMING SOON

Planned Mobile Workflow

- Capture property photos and develop social content from on-site activity.
- Route content through review and approval workflows.
- Monitor key performance information in a simpler operating view.

Final capabilities, timing, availability, and activation steps will be shared at launch.

Turn This Year's Performance Into Next Year's Plan

Year-end reporting is most useful when it changes the plan. Use Q4 to answer five practical questions:

- 01

What produced qualified leads?

Compare performance by property and channel.
- 02

Where did prospects stall?

Follow the path from inquiry through lease.
- 03

What should change?

Name what to maintain, test, expand, combine, or stop.
- 04

What must be ready for Q1?

Translate portfolio goals into local priorities, budgets, and launch needs.



THE OUTCOME →

A clearer, defensible 2027 plan tied to business needs and property-level opportunity.

How You Can Help Us Move Faster

The strongest Q4 recommendations start with accurate, timely property information. A short, accurate update from your team helps GTMA prioritize the right work when property conditions change.

- 01

Share Current Priorities

Occupancy, availability, priority floor plans, approved offers, and deadlines.
- 02

Confirm Property Details and Features

Seasonal features, prospect questions, and recurring resident themes.
- 03

Send Timely Inputs

Events, holiday hours, approved testimonials, referral terms, and permissions.
- 04

Name Owners and Future Plans

Approvers, issue owners, 2027 goals, Q1 launches, renovations, and budget changes.



READY TO SHARPEN YOUR Q4 PLAN?

Contact your Account Manager to decide which priorities fit your property and active service scope.