



## Onsite Solutions

**W**hile there are literally thousands of reasons to let your onsite staff have Internet access at their office, perhaps this examination of five great Web sites will persuade you to take the plunge if you already haven't.

### Reason Number One: [www.smmonline.com](http://www.smmonline.com)

Add the title of Web developer extraordinaire to Tami Siewruk's already impressive list of credentials. She's done it again with her online extension of her successful Sales and Marketing Magic publication. The depth of information available on this site is amazing, with such feature-rich content as bulletin boards staffed by industry experts, nationwide benchmarks for leasing professionals, as well as a wonderful "subscribers only" area containing hundreds of articles, forms, letters, tools, tips and proven techniques to help property management professionals maintain a competitive edge.

### Reason Number Two: [www.ceoexpress.com](http://www.ceoexpress.com)

So what if you're not a Chief Executive Officer (CEO)? You can still use this site, which was designed by CEOs to place as many relevant links as possible in one place. This incredible site is separated into searchable sections: Daily News, Business Research and Office Tools and Travel. Track a package, check on a flight or utilize the salary calculator to see how much money your relocating prospect needs to make in your city to maintain their lifestyle. Working on your budget? The "Statistics" links will take you anywhere you need to go. Check out the latest mortgage rates at their Business and Finance area. It's all there, and more.

# Five Great Reasons to Let Your Onsite Staff Go Online

BY LISA TROSIEN

### Reason Number Three: [www.gracehill.com](http://www.gracehill.com)

The unparalleled leader in online industry chats, Grace Hill's educational lineup is growing daily. With the introduction of their new Apartment Management Learning Center, they are aiming to take our industry into the new millennium with cutting edge Web-based training. Their current lineup of classes is scheduled to include Leasing, Fair Housing, Customer Service, Recruiting and Retaining Employees and Leadership.

### Reason Number Four: *Discussion groups, mailing lists, e-zines and more*

These subscription based, informational e-mails abound on the Net. Some are great—some are simply good. But here are the ones you should sign your site teams up for:

#### *The APT List*

This industry specific, moderated e-mail discussion group helps property management professionals solve problems, find resources, talk about pertinent issues in our industry and more. Recent discussions include sources for collateral translation, employees as residents, movie theatre screen advertising, lease-up marketing ideas and much more. Visit [www.egroups.com/group/APT](http://www.egroups.com/group/APT) to subscribe.

#### *A Marketing Idea A Day*

Each day, your community can receive a marketing idea via e-mail. Granted, not each idea will be geared to the property management industry, but most can be adapted to work easily. In addition, each e-mail also contains the title of a marketing "book of the day." Sign up by visiting [www.ideasiteforbusiness.com](http://www.ideasiteforbusiness.com)

#### *Tips from Tipworld*

What do you want to learn more about? TipWorld's team of experts will deliver daily and weekly newsletters to your inbox—for free. Just visit [www.tipworld.com](http://www.tipworld.com), select the tips you want, fill in your e-mail address, and click on the "Subscribe" button. You can even view a sample before subscribing by clicking on the newsletter title. Need to brush up on Office '97, or maybe improve your grammar and writing skills? Tipworld has you covered. Are your models a bit dated and your budget a bit strained? Their decorating tips are sensible and inexpensive and can help you bring your models up to date.

Reason Number Five: No list of great sites for property managers would be complete without mentioning [www.naahq.org](http://www.naahq.org), the official site of the National Apartment Association, or [www.nmhc.org](http://www.nmhc.org), the site for the National Multi Housing Council. Both sites are excellent sources of industry specific news, information, helpful articles (check out the NMHC's section on Renting vs. Buying...excellent!) and wonderful industry specific links. ■

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*Lisa Trosien is an author, educator and consultant with more than 20 years of industry experience.*

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