



# CASE STUDY: CARTER-HASTON & COMMUNITYSHERPA



## BACKGROUND

CommunitySherpa is a social media marketing service for the multi-family industry from Network Communications, Inc., the parent company of Apartment Finder. This monthly subscription service provides a robust solution to building and managing a social media marketing program for apartment communities, residents and prospects. CommunitySherpa aims to improve organic search rankings, increase web traffic, improve resident retention and enhance referral programs for its subscribers. The program includes the creation of a community blog, Facebook and Twitter presence for the participating apartment community that is updated regularly with unique hyper-local, community, neighborhood and regional content. Monthly reports detail traffic and leads, referral activity and member information for measuring retention among users.



**Apartment  
Finder™**  
ApartmentFinder.com





## BUSINESS OPPORTUNITY

Carter-Haston Real Estate Services, Inc. ([www.carterhaston.com](http://www.carterhaston.com)) is a real estate asset/property management company that focuses on maximizing return on capital invested while managing risk for its private investors through the acquisition, management and sale of multi-family communities. Currently, its portfolio includes 28 multi-family communities comprised of approximately 6,000 apartment units in the Southeast United States.

Carter-Haston had already embarked on a social media strategy that included the creation of Facebook pages by the on-site Property Managers for few of its communities. However, it quickly became apparent that Carter-Haston's Property Managers were too busy to devote the time required to update their pages regularly with relevant content. Therefore, most residents were not paying attention, and the few who did, found little value in frequenting and contributing to their community's pages.

**“We knew that the Internet and social media were critical pieces to our overall marketing and retention strategy, however we were not seeing success with our initial efforts. We needed help.”**

**-Miyon Moore  
Director of Marketing and Training**

Fortunately, Moore, along with Regional Vice President, Angie Taylor, were introduced to CommunitySherpa by their Apartment Finder account team. The team recognized that the program would accomplish the goals of their online marketing strategy, while alleviating pressure on their property managers. They identified 6 properties to test in late 2009. Since the initial test, Carter-Haston has launched another 6 properties, and currently has a total of 12 active CommunitySherpa programs.

**CARTER-HASTON**  

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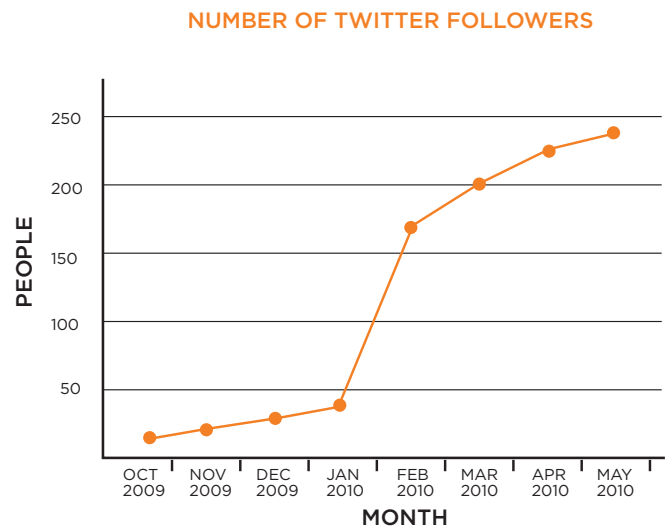
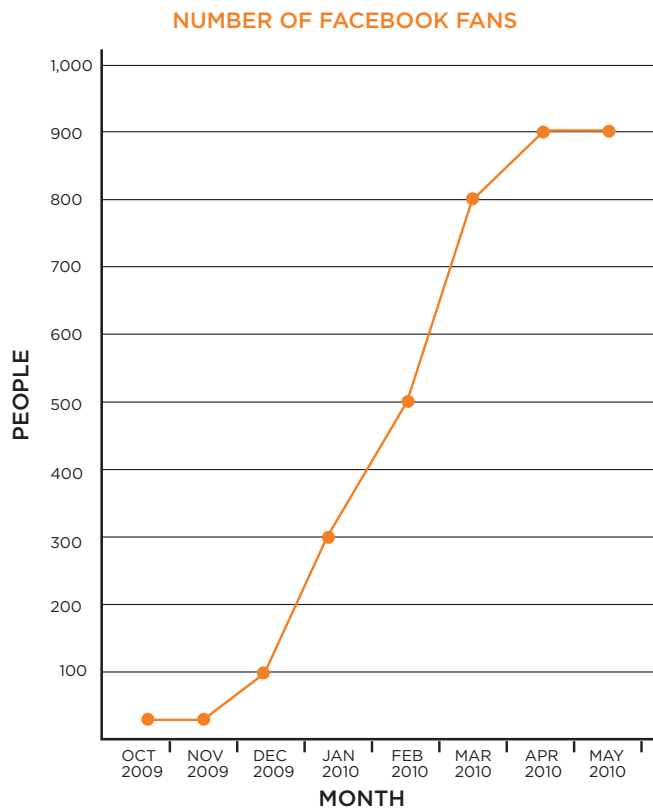
**REAL ESTATE SERVICES, INC.**

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## RESULTS

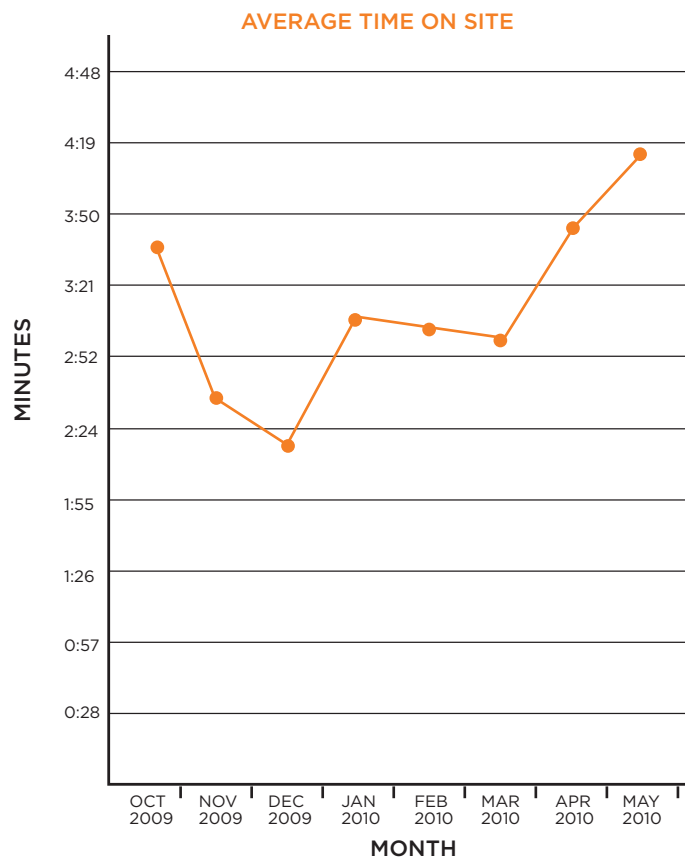
Results have been extremely encouraging for each of Carter-Haston's 12 CommunitySherpa programs. Overall, the blogs have received more than 8,000 visits and 19,000 page views within the past 6 months. In addition, Carter-Haston's Facebook and Twitter audiences continue to increase:





## RESULTS

Aside from growing its social audience, Carter-Haston leverages the CommunitySherpa platform to conduct polls and surveys aimed at increasing resident satisfaction. Additionally, most properties have participated in engagement campaigns that require user participation such as “Cutest Pet Contest” and “Blog Bingo.” These types of campaigns have been extremely popular with Carter-Haston residents, as evidenced by increases in the average time spent on Carter-Haston’s blog sites – a metric that dropped after the initial launch but quickly stabilized once a significant audience base was established. Since then, the average time spent on the sites has continued to climb and is well-above the initial launch period. Clearly, there is an increased level of engagement and interest in the blogs as users continue to incorporate the CommunitySherpa platform into their online routines.



Based on these initial results, and the positive feedback from both Property Managers and residents, Carter-Haston has identified several additional properties in its portfolio that would benefit from the CommunitySherpa platform.



## SUCCESS FACTORS

As one of NCI's first CommunitySherpa customers, Carter-Haston has outlined 4 success factors that have proven beneficial to their programs:

- 1.** Position CommunitySherpa as an amenity and effectively communicate the value to the Property Managers. Once Carter-Haston's Property Managers understood the cost and benefits of the program, they felt privileged that their property was selected and began incorporating it into their leasing and renewal processes with residents.
- 2.** Hold internal incentives to promote the program. Carter-Haston's management team periodically offers prizes for the communities who have the largest increases in Facebook or Twitter audiences. This promotes healthy competition amongst the communities while keeping the program top-of-mind.
- 3.** Collaborate with the CommunitySherpa Online Account Manager (OCM). All Carter-Haston Property Managers meet regularly with their dedicated OCM and maintain an open line of communication. They review performance reports, discuss topics for future blog entries, and plan promotions and contests. Both sides work cohesively to deliver the most engaging, relevant content for their audience.
- 4.** Regular postings from Property Managers. Carter-Haston requires Property Managers to post at least twice per month, although most choose to post more often. These postings prove to be highly popular, and cultivate better relationships between the leasing office and residents.



# PRODUCT SAMPLE

Below are screen shots of an actual CommunitySherpa blog, Facebook and Twitter page for Jefferson Point, a Carter-Haston property located in Newnan, GA:

**Jefferson Point**  
888-859-1036  
66 Jefferson Point, Newnan, GA 30143

Home Living at Jefferson Point Your Team at Jefferson Point Gallery Search this website... GO

COMMUNITY BLOG

### The Wailers at Candler Park Saturday

Posted on June 17, 2010 · Leave a Comment

THE WORLD'S MOST CELEBRATED REGGAE BAND THE WAILERS BRING THEIR SUMMER VIBES AND ONE LOVE TO THE MIDSUMMER MUSIC FEST IN ATLANTA, GA.

SATURDAY, JUNE 19  
SHOWTIME - 7:00PM

The greatest living exponents of reggae music THE WAILERS, will be continuing their US tour and are heading to the Midsummer Music Fest on Saturday, June 19. The band will perform on stage at 7 p.m. The Wailers join other musical guests like Sister Sledge, Lady Williams Band, Gingo Star and many more for this year's annual summer music series. All musical performances are free.

THE WAILERS CONTRIBUTE AN EXCLUSIVE NEW TRACK 'A STEP FOR MANKIND' TO 'SOLUTIONS FOR DREAMERS: SEASON 3'

*The Wailers*

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Subscribe

Like what you see? Get more info here!

Find us on Facebook  
Jefferson Point - Newnan

Get short, timely messages from JeffersonPoint-GA. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow @JeffersonPtGA.

Join Today >

JeffersonPtGA

Jefferson Point's Blog: The Wailers at Candler Park Saturday  
<http://bit.ly/anywhv>

Jefferson Point's Blog: Summer Styles  
<http://jeffersonpoint.carterhaston.com/pop-culture/summer-styles/>

Jefferson Point's Blog: Atlanta Braves Home Schedule  
<http://jeffersonpoint.carterhaston.com/sports/atlanta-braves-home-schedule/>

Name: JeffersonPoint-GA  
Location: Newnan, GA  
Web: <http://bit.ly/anywhv>  
Bio: We play a mean game of paintball #888-859-1036

16 following 21 followers 0 listed

Tweets 298

Following

RSS feed of JeffersonPtGA's tweets

Jefferson Point - Newnan

Minutes from Ashley Park shopping center, The Avenue Pedersen Ctr, Historic Downtown Newnan, University of West Georgia, and I-85.

check out our blog: <http://jeffersonpoint.carterhaston.com/>

Location: 66 Jefferson Parkway, Newnan, GA, 30263  
Phone: 888-859-1036  
Mon - Fri: 9:00 am - 6:00 pm  
Sat: 10:00 am - 5:00 pm

155 People Like This

Jefferson Point - Newnan To all our dads out there we'd like to say Thank You and Happy Father's Day! In advance.  
Yesterday at 4:36pm

Jefferson Point - Newnan The Wailers at Candler Park Saturday THE WORLD'S MOST CELEBRATED REGGAE BAND THE WAILERS BRING THEIR SUMMER VIBES AND ONE LOVE TO THE MIDSUMMER MUSIC FEST IN ATLANTA, GA SATURDAY, JUNE 19 SHOWTIME - 7:00PM The greatest living exponents of reggae music THE WAILERS, will be continuing their US tour and are heading to...  
source: Jefferson Point via PUA Article...  
Yesterday at 3:32pm via NetworkedBlogs · Share

Jefferson Point - Newnan The Wailers will be performing at Candler Park this Saturday for FREE! Show starts at 7:00 pm!  
Yesterday at 3:14pm

Jefferson Point - Newnan Summer Styles Just as summer is heating up and the sun is out full blast, our wardrobes are in the midst of adaptation. This season's Donna Karen line is all about muted colors, tailored lines or drapes. The runway show has lots of plunging necklines, bare shoulders and the showing of so...  
source: Jefferson Point via PUA Article...  
Yesterday at 10:57am via NetworkedBlogs · Share

Jefferson Point - Newnan Guess what? Psycho is 50 today. Yep, this day in 1960 Hitchcock released the scariest movie I have ever seen. Got a favorite Hitchcock film?  
Wednesday at 3:44pm



## REFERENCE SITES

Below is a listing of all Carter-Haston's CommunitySherpa blogs. For more information on Carter-Haston Real Estate Services, Inc. please visit: [carterhaston.com](http://carterhaston.com).

- [arborbend.carterhaston.com](http://arborbend.carterhaston.com)
- [cimarronridge.carterhaston.com](http://cimarronridge.carterhaston.com)
- [colonywoods.carterhaston.com](http://colonywoods.carterhaston.com)
- [hickoryfalls.carterhaston.com](http://hickoryfalls.carterhaston.com)
- [jeffersonpoint.carterhaston.com](http://jeffersonpoint.carterhaston.com)
- [lexingtonplace.carterhaston.com](http://lexingtonplace.carterhaston.com)
- [oakpointe.carterhaston.com](http://oakpointe.carterhaston.com)
- [oaksbriarcliff.carterhaston.com](http://oaksbriarcliff.carterhaston.com)
- [1normansqr.carterhaston.com](http://1normansqr.carterhaston.com)
- [preservedunwoody.carterhaston.com](http://preservedunwoody.carterhaston.com)
- [preservemirrorlake.carterhaston.com](http://preservemirrorlake.carterhaston.com)
- [willeocreek.carterhaston.com](http://willeocreek.carterhaston.com)

For more information about CommunitySherpa, please visit: [community-sherpa.com](http://community-sherpa.com) or contact your Apartment Finder sales team.