



mPro Digital Brand Voice Setup Guide

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Note

You can set individual brand voices for your Company, Community, Prospects, and Residents

1 Company

Company Name ⓘ

The official name of your business entity.

Industry ⓘ

Hold cmd(on mac) or ctrl(on pc) to select multiple items.

+ Add New

Description ⓘ

Provide a brief description of your company.

Website ⓘ

Enter the URL of your company's website.

Tagline ⓘ

Write a catchy tagline for your company.

Tone of Voice

Professional



Target Audience ⓘ

Describe the primary demographic or audience your company is targeting.

Brand Voice ⓘ

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Step 1: Basic Brand Information – Deep Dive Guide

Company/Community Brand Details: Your Digital Identity

Why This Matters

Your basic brand information is the foundation of your digital identity. This is more than just a name—it's the first impression potential residents and partners will have of your community. Each piece of information you provide helps our AI tools create more personalized, authentic communications that truly represent your unique property.

What to Prepare

Company/Community Name

Why It's Important:

- Represents your brand's primary identifier
- Used across all communications and marketing materials
- Creates first-impression recognition

Industry Classification Tooltip

How We Use This Information Your industry classification helps our AI:

- Tailor content to your specific community type
- Understand your unique market positioning
- Generate more accurate and relevant communications
- Benchmark against similar properties

Description: Telling Your Story

Purpose of the Description:

- Provide context about your community or company
- Highlight what makes your community unique
- Give a snapshot of your brand's personality

Example Descriptions:

1. Luxury Property: "A premier urban living experience in the heart of downtown Nashville, offering meticulously designed apartments with state-of-the-art amenities and unparalleled service."

2. Student Housing: "Modern student living designed to support academic success and create a vibrant community just steps away from LSU campus."

Website Link: Your Digital Home

Why Your Website Matters:

- Provides additional context about your property/company
- Allows AI to understand your existing digital presence
- Helps generate more aligned content

What to Include:

- Full, active URL
- Ensure it's the most current website page representing your property/community

Preparing for Success

✳ Preparation Checklist:

- ☐ Confirm your exact property/company name
- ☐ Draft a 2-3 sentence description
- ☐ Verify your website URL
- ☐ Consider your unique selling points
- ☐ Reflect on your community's core values

Learning Moment

💡 Did You Know?

The information you input here is more than just data—it's the DNA of your brand's digital communication. Our AI uses these details to create content that sounds like it was written by your own team, maintaining your unique voice and personality.

Common Mistakes to Avoid

⚠ Watch Out For:

- Using generic descriptions
- Copying descriptions from other properties
- Providing outdated or incorrect information

- Being too vague about your community's unique attributes

Quick Start Guide

1. Be specific and authentic
2. Highlight what truly makes your property special
3. Think about how you'd describe your community to a potential resident in person

Ready to bring your brand to life? Let's get started!

Step 2: Industry Classification – Your Property's Strategic Identity

Why Property Classification Matters

Property classification is more than just a label—it's a strategic positioning that impacts every aspect of your marketing, pricing, and resident targeting. Understanding your precise classification helps our AI tools:

- Generate hyper-targeted marketing content
- Benchmark your performance against similar properties
- Develop nuanced communication strategies
- Create more effective leasing and retention approaches

Property Classification Quick Assessment Tool

Property Class Determination Worksheet

Financial & Physical Attributes Scorecard

Amenities & Finishes (Rate 1–5 points for each)

- ☐ High-end interior finishes (granite, stainless steel)
- ☐ Smart home technology integration
- ☐ Designer lighting and fixtures
- ☐ Premium flooring (hardwood, high-end tile)
- ☐ Custom cabinetry and built-ins

Total Finishes Score: ____ / 25

Location & Neighborhood (Rate 1–5 points for each)

- ☐ Prime urban or highly desirable suburban location
- ☐ Proximity to major employment centers
- ☐ High walkability score
- ☐ Excellent school districts
- ☐ Near premium shopping and dining

Total Location Score: ____ / 25

Amenities & Community Features (Rate 1–5 points for each)

- ☐ Resort-style pool
- ☐ State-of-the-art fitness center
- ☐ Coworking spaces
- ☐ Concierge services
- ☐ Pet spa or dog park
- ☐ Outdoor entertainment areas
- ☐ Secure package reception
- ☐ Community events and programming

Total Amenities Score: ____ / 40

Rent Comparison (Rate by local market percentile)

- ☐ Top 10% of local rental rates: 10 points
- ☐ Top 25% of local rental rates: 7 points
- ☐ Top 50% of local rental rates: 4 points
- ☐ Bottom 50% of local rental rates: 1 point

Rent Comparison Score: ____ / 10

Classification Calculation**Total Score Breakdown:**

- Finishes Score: ____ / 25
- Location Score: ____ / 25
- Amenities Score: ____ / 40
- Rent Comparison Score: ____ / 10

TOTAL SCORE: ____ / 100

Property Class Determination

Class A (85–100 points)

- Luxury properties in prime locations
- Premium amenities and finishes
- Highest rental rates in the market
- Newest or recently fully renovated buildings
- Targeting high-income professionals and executives

Class B (60–84 points)

- Well-maintained properties
- Updated amenities and finishes
- Good locations
- Competitive pricing
- Targeting young professionals, established families
- Potential for value-add improvements

Class C (35–59 points)

- Functional, basic amenities
- Older properties
- Value-focused pricing
- Potential renovation opportunities
- Targeting budget-conscious renters
- Often in transitional or developing areas

Property Type Deep Dive

Garden-Style Apartments

- Low-rise buildings (1–3 stories)
- Units open to landscaped grounds
- Typically suburban setting
- Often more spread-out campus-style layout
- Ample parking
- More likely in Class B and C properties

Mid-Rise Buildings

- 4-11 stories
- Elevator access
- More urban or suburban dense areas
- Mix of amenities
- Often found in Class A and B properties

High-Rise Buildings

- 12+ stories
- Urban core locations
- Extensive amenities
- Typically Class A properties
- Premium views and location

Mixed-Use Developments

- Combines residential with commercial spaces
- Retail, office, or other uses in same building/complex
- Often Class A properties
- Provides integrated lifestyle experience

Specialized Housing

- Student Housing
- Senior Living
- Corporate Housing
- Unique amenities and targeting specific demographics

Pro Tips for Accurate Classification

🔍 Classification Considerations:

- Local market context matters
- Compare within your specific metro area
- Reassess annually as properties evolve
- Consider potential for repositioning

Learning Moment: Dynamic Classification

Did You Know?

Property classifications aren't set in stone. Significant renovations, location changes, or market shifts can move a property between classes. Regular assessment helps you understand your property's true potential.

Actionable Next Steps

1. Complete the scoring worksheet
2. Compare your score to the classification ranges
3. Reflect on your property's unique strengths
4. Consider future improvement strategies

Ready to unlock your property's strategic identity? Let's dive in!

Step 3: Crafting Your Authentic Brand Description

The Power of Your Brand Story

Your brand description is more than just words on a page—it's the soul of your community. It's how you communicate your unique value, mission, and personality to potential residents, partners, and your team.

Brand Description Worksheet: Unveiling Your Community's Essence



Key Elements to Explore

Company/Community History

Digging Deeper Prompts:

- What inspired the creation of this community?
- What significant milestones define your journey?
- How has your community evolved over time?

Example Exploration:

- Founded in:
- Key Founding Principles:
- Transformative Moments:

Management Philosophy

Reflection Questions:

- What core beliefs guide your approach to property management?
- How do you define exceptional resident experience?
- What sets your management style apart?

Philosophical Framework Worksheet:

- Core Values (List 3-5):
- Management Approach in 3 Words:
- Unique Management Commitment:

Resident Experience Promise

Promise Development Prompts:

- What do residents feel when they choose your community?
- What specific experiences do you guarantee?
- How do you go beyond basic housing?

Resident Promise Template: "At [Community Name], we promise to [specific, meaningful commitment] by [unique approach/method]."

Community Values

Values Exploration:

- What principles are non-negotiable for your community?
- How do these values show up in daily operations?
- What makes your community more than just a place to live?

Values Mapping:

- Community Value 1:
 - Meaning:
 - How We Live This Value:
- Community Value 2:
 - Meaning:
 - How We Live This Value:

Service Standards

Service Commitment Breakdown:

- What level of service do residents always expect?
- How do you measure and maintain service quality?
- What makes your service exceptional?

Service Promise Worksheet:

- Minimum Response Time:
- Communication Channels:
- Service Recovery Commitment:

Inspirational Brand Description Examples

Class A Luxury Urban Community

Riverfront Lofts "More than just an apartment, Riverfront Lofts is a curated lifestyle experience in the heart of downtown. Born from a vision to redefine urban living, we blend sophisticated design, cutting-edge technology, and community-first philosophy. Our management team is committed to creating a dynamic, inclusive environment where professionals can thrive, connect, and call home. We don't just provide a living space—we craft a narrative of modern urban excellence."

Class B Family-Friendly Community

Willow Grove Apartments "Willow Grove is where community meets comfort. Founded by local families who understand the nuanced needs of modern households, we've created more than a residential complex—we've built a neighborhood. Our management philosophy centers on genuine care, proactive support, and creating meaningful connections. We promise not just maintenance, but meaningful maintenance; not just communication, but real conversation."

Class C Value-Focused Community

Harmony Residences "At Harmony Residences, we believe affordable housing doesn't mean compromising on quality or dignity. Our story began with a simple mission: provide clean, safe, and welcoming homes for hardworking individuals and families. We're more than a property—we're a stepping stone for our residents' dreams, offering not just an apartment, but a foundation for future success."

Brand Story Excavation Toolkit

Story Mining Questions

- What makes someone choose your community over any other?
- If your community were a person, what would their personality be?
- What unexpected delight do you provide residents?
- How have you solved a unique challenge for your residents?

Crafting Your Distinctive Narrative

Narrative Development Framework:

1. Origin: How and why did this community come to be?
2. Purpose: What problem do you solve for residents?
3. Approach: How do you solve it differently?
4. Promise: What can residents definitively expect?
5. Emotion: What feeling do you want to evoke?

Pro Tips for Authentic Storytelling

- Be genuine, not generic
- Show, don't just tell
- Highlight specific, meaningful details
- Connect your story to broader human experiences
- Update your story as your community evolves

Learning Moment

Your brand description is a living document. It should evolve as your community grows, reflecting new achievements, changing demographics, and emerging values.

Action Worksheet

- ☐ Complete each section of the brand description worksheet
- ☐ Review with your leadership team
- ☐ Get input from long-term residents
- ☐ Refine and personalize
- ☐ Validate against actual community experience

Ready to bring your community's unique story to life? Let's dig deep and discover what makes your property extraordinary!

Steps 4 & 5: Crafting Your Digital Identity – Website Link & Tagline

The Power of Digital First Impressions

Your website link and tagline are your community's digital handshake—the first point of connection with potential residents. This guide will help you create a compelling online presence that captures attention and communicates your unique value.

Website Link: Your Digital Home

Why Your Website Matters

- First point of digital interaction
- Reflects your brand's professionalism
- Provides crucial information to prospects
- Supports SEO and marketing efforts

Website Link Best Practices

- 1. Clarity is Key**
 - Use your community name
 - Avoid complicated URLs
 - Prioritize easy typing and remembering
- 2. URL Optimization Strategies**
 - Prefer .com or location-specific domains (.apartments, .rent)
 - Include location or key identifier
 - Keep it short and memorable

Website Link Examples

- ☒ www.riversideapartments.com
- ☒ www.urbanlivingdowntown.rent
- ☒ www.willowcreekresidences.com
- ☒ **✗** Avoid: www.property8392-units-for-rent.complex.management

Website Presence Checklist

- ☐ Mobile-responsive design
- ☐ Clear contact information
- ☐ Updated property photos
- ☐ Virtual tour capabilities
- ☐ Easy application process
- ☐ Accurate pricing and availability

Tagline Mastery: Capturing Your Essence in One Line

What Makes a Great Tagline?

A powerful tagline:

- Communicates unique value proposition
- Evokes an emotional response
- Differentiates from competitors
- Memorable and concise
- Reflects your brand personality

Tagline Development Worksheet

Tagline Discovery Questions

1. What makes your community truly unique?
2. What feeling do you want prospects to experience?
3. What problem do you solve for residents?
4. What's your community's biggest strength?
5. If your community could speak, what would it say?

Tagline Creation Framework

Property Type Tagline Templates:

- Luxury Properties: "Beyond [Expectation] - [Unique Benefit]" Example: "Beyond Living - Extraordinary Experiences"
- Family-Friendly Communities: "[Emotional Benefit] - [Practical Promise]" Example: "Comfort Meets Community - Home Reimagined"
- Urban Properties: "[Lifestyle] - [Distinctive Feature]" Example: "City Pulse - Your Personal Sanctuary"

- Value-Focused Properties: "[Smart Living] - [Affordable Quality]" Example: "Smart Living - Exceptional Value"

Tagline Construction Toolkit

Tagline Components:

- Emotional Trigger
- Unique Selling Proposition
- Brand Personality
- Aspirational Element

Tagline Style Options:

1. Descriptor Style: "Luxury Living Reimagined"
2. Benefit Style: "Where Comfort Meets Community"
3. Provocative Style: "Live Differently"
4. Functional Style: "Modern Apartments, Simplified Living"

Inspirational Tagline Examples

Luxury Community

- "Elevate Your Everyday"
- "Luxury Defined, Comfort Refined"
- "Where Sophistication Meets Home"

Family Community

- "Growing Together, Living Better"
- "Your Family's Perfect Place"
- "Community Starts at Home"

Urban Living

- "City Life, Simplified"
- "Your Urban Oasis"
- "Live. Work. Thrive."

Student Housing

- "Study. Live. Succeed."
- "Campus Comfort, Amplified"

- "Home Base for Your Next Chapter"

Tagline Evaluation Checklist

- [] Is it unique to your community?
- [] Does it evoke an emotion?
- [] Is it easy to understand?
- [] Can it be understood quickly?
- [] Does it pass the "billboard test"?
- [] Would it make someone want to learn more?

Tagline Creation Exercise

Step-by-Step Tagline Development

1. Brainstorm Phase

- List 10 words that describe your community
- Identify 3 key emotions you want to evoke
- Write down your community's top 3 unique features

2. Combination Phase

- Mix and match words and concepts
- Create 5-7 draft taglines
- Don't judge, just generate ideas

3. Refinement Phase

- Read drafts aloud
- Ask team members and trusted residents for feedback
- Eliminate options that feel forced or unclear

4. Final Selection

- Choose the tagline that:
 - Feels most authentic
 - Excites your team
 - Resonates with your target residents

Learning Moment

A great tagline is like a first impression—brief, memorable, and inviting. It should make someone want to learn more about your community.

Bonus Tip

Test your tagline:

- Use it in social media posts
- Add it to email signatures
- Get feedback from prospects and current residents

Ready to crystallize your community's essence in one powerful line? Let's create a tagline that truly speaks volumes!

Step 6: Tone of Voice Mastery – Crafting Your Authentic Communication Style

The Language of Community: Why Tone Matters

Your tone of voice is the personality of your brand expressed through words. It's how you connect, engage, and build trust with residents, prospects, and partners. Far more than just word choice, it's about creating a consistent, genuine communication experience.



Tone of Voice Exploration Toolkit

Comprehensive Voice Characteristic Matrix

Professional Spectrum

Professional vs. Casual Continuum

- **Fully Professional:** Formal, precise, industry-specific language
- **Professional with Warmth:** Knowledgeable but approachable
- **Balanced:** Expert advice with conversational ease
- **Casual Professional:** Friendly, relatable, still authoritative
- **Entirely Casual:** Conversational, personal, minimal jargon

Exploration Questions:

- Who is our primary audience?
- What communication style makes them feel most comfortable?
- What tone builds the most trust?

Formality Landscape

Formal vs. Conversational Dimensions

- **Strictly Formal:** Structured, official language
- **Formally Warm:** Professional with personal touches
- **Balanced:** Clear, direct, with human connection
- **Conversationally Professional:** Natural, engaging dialogue
- **Entirely Conversational:** Feels like a friend's advice

Reflection Prompts:

- How do our residents want to be spoken to?
- What tone makes complex information digestible?
- How can we simplify without losing expertise?

Temporal Positioning

Traditional vs. Modern Communication

- **Classic Traditional:** Timeless, established language
- **Traditional with Modern Touches:** Respected + Current
- **Balanced:** Proven principles, contemporary delivery
- **Modern with Tradition Respect:** Innovative, yet grounded
- **Cutting-Edge Modern:** Tech-forward, progressive language

Exploration Prompts:

- What does our brand heritage suggest?
- How do we balance innovation with reliability?
- What language signals both experience and freshness?

Geographic & Cultural Voice

Local vs. Corporate Communication

- **Purely Local:** Neighborhood dialect, community-specific references
- **Local with Professional Overlay:** Community feel, polished delivery
- **Balanced Regional:** Authentic local spirit, broad accessibility
- **Corporate with Local Sensitivity:** Professional framework, local nuance
- **Purely Corporate:** Standardized, universal language

Reflection Questions:

- What makes our local community unique?
- How do we sound authentic without alienating outsiders?
- Where's the balance between local charm and broad appeal?

Communication Style Deep Dive

Resident Communications


Tone Objectives:

- Build trust
- Provide clarity
- Show genuine care
- Minimize resident anxiety

Communication Tone Checklist:

- ☐ Empathetic language
- ☐ Clear, straightforward information
- ☐ Solution-oriented approach
- ☐ Proactive communication
- ☐ Personalized touch

Example Translation:

-  "Maintenance will occur between 9-5"
- ☒ "We're upgrading your community spaces to enhance your living experience. Our team will be on-site Tuesday, minimizing disruption to your day."

Marketing Materials

Tone Objectives:

- Attract ideal residents
- Highlight unique value
- Create emotional connection
- Differentiate from competitors

Tone Development Worksheet:

- Target Audience Persona:
- Emotional Triggers:
- Key Differentiators:
- Aspirational Language:

Social Media Presence**Tone Objectives:**

- Engage community
- Show personality
- Provide value
- Encourage interaction

Social Media Tone Framework:

- Platform-specific adaptability
- Consistent brand personality
- Timely and relevant content
- Community-building approach

Leasing Presentations**Tone Objectives:**

- Build confidence
- Address concerns
- Create excitement
- Demonstrate expertise

Presentation Tone Guide:

- Confident but not pushy
- Informative yet engaging
- Solution-focused
- Personalized approach

Tone Mapping Worksheet

Tone Identity Creation

- **Core Brand Personality Descriptors**

Choose 3–5 words that define your communication: 1. 2. 3. 4. 5.

- **Communication Non-Negotiables**

What will we ALWAYS do in our communications? 1. 2. 3.

- **Communication Absolute Nos**

What will we NEVER do in our communications? 1. 2. 3.

Tone Calibration Exercise

Tone Translation Challenge

Take the same message and rewrite it in different tones:

- **Original Message:** "Maintenance will update the community pool area next week."
- **Fully Professional Tone:**
- **Conversational Tone:**
- **Local Community Tone:**
- **Modern Innovative Tone:**

Learning Moment

Your tone is a living, breathing part of your brand. It should evolve as your community grows, always staying true to your core identity.

Practical Implementation

Tone Consistency Toolkit

- Create a brand voice guide
- Develop communication templates
- Train team on tone nuances
- Regular tone audits
- Gather resident feedback

Action Steps

- [] Complete tone mapping worksheet
- [] Draft tone guidelines document
- [] Review with leadership team
- [] Get resident input
- [] Create tone reference guide
- [] Implement tone training

Ready to give your community a voice that truly speaks to the heart? Let's craft a communication style that feels authentically you!

Step 7: Defining Your Ideal Residents – Audience Persona Mastery

Why Audience Definition Matters

Understanding your target audience is like having a roadmap to connection. It's not just about demographics—it's about creating a deep, empathetic understanding of the people who will call your community home.

Comprehensive Audience Persona Framework

Primary Residents: Deep Dive Persona Development

Demographics Exploration

Comprehensive Demographic Mapping

Age Segments

- [] Generation Breakdown
 - Gen Z (18-24)
 - Millennials (25-40)
 - Gen X (41-56)
 - Baby Boomers (57-75)
 - Silent Generation (76+)

[Detailed Demographic Attributes](#)

- Median Age:
- Gender Distribution:
- Marital Status:
 - Single
 - Partnered
 - Married
 - Divorced/Separated

[Educational Background](#)

- Highest Education Level
 - High School
 - Some College
 - Bachelor's Degree
 - Graduate Degree
 - Professional Degree

Income Landscape

Financial Profile Worksheet

[Income Brackets](#)

- ☐ Entry Level (0-\$35,000)
- ☐ Early Career (\$35,001-\$55,000)
- ☐ Mid-Career (\$55,001-\$85,000)
- ☐ Professional (\$85,001-\$125,000)
- ☐ Executive (\$125,001+)

[Financial Characteristics](#)

- Average Household Income:
- Discretionary Income Potential:
- Financial Goals:
 - Saving for first home
 - Career advancement
 - Investment planning
 - Lifestyle experiences

Lifestyle Preferences Mapping

Holistic Lifestyle Analysis

[Professional Landscape](#)

- Career Fields:
 - Tech
 - Healthcare
 - Education
 - Creative Industries
 - Finance
 - Entrepreneurship

[Lifestyle Dimensions](#)

- Work-Life Balance Priorities
- Social Connectivity Needs
- Wellness and Fitness Orientation
- Technology Adoption Level
- Community Engagement Desire

[Recreational Interests](#)

- [] Fitness Enthusiasts
- [] Outdoor Adventure Seekers
- [] Cultural Explorers
- [] Social Networkers
- [] Professional Networkers
- [] Creative Hobbyists

Housing Needs Assessment

Comprehensive Housing Requirement Analysis

[Practical Housing Considerations](#)

- Preferred Unit Size
 - Studio
 - 1 Bedroom
 - 2 Bedroom

- 3 Bedroom
- Must-Have Amenities
 - In-unit laundry
 - Balcony/Outdoor Space
 - Fitness Center
 - Pet-Friendly
 - Parking
 - Co-working Spaces
 - High-Speed Internet

Housing Decision Drivers

- Proximity to:
 - Work
 - Public Transportation
 - Restaurants/Entertainment
 - Educational Institutions
 - Shopping
- Lease Flexibility Preferences
 - Short-term
 - Long-term
 - Month-to-month

Secondary Audiences: Strategic Stakeholder Mapping

Property Investors

Investor Persona Development

- Investment Scale
 - Individual Investors
 - Real Estate Investment Trusts (REITs)
 - Private Equity Firms
- Key Investment Criteria
 - ROI Potential
 - Market Stability
 - Property Management Quality

- Growth Potential

Real Estate Agents

Agent Relationship Mapping

- Agent Types
 - Residential Specialists
 - Corporate Relocation Agents
 - Luxury Market Agents
- Information Needs
 - Detailed Property Specifications
 - Competitive Market Analysis
 - Unique Selling Propositions

Corporate Housing Clients

Corporate Client Persona

- Company Size
 - Small Businesses
 - Mid-Size Corporations
 - Large Enterprises
- Relocation Support Needs
 - Short-term Housing
 - Extended Stay Options
 - Furnished Units
 - Corporate Rates

Student Housing Coordinators

Educational Partnership Mapping

- Institution Types
 - Community Colleges
 - Large Universities
 - Graduate Schools
 - Professional Training Centers

- Housing Coordination Priorities
 - Safety
 - Proximity to Campus
 - Affordable Options
 - Student-Friendly Amenities

Audience Insight Generation Toolkit

Persona Creation Worksheet

- [] Define Primary Resident Archetype
- [] List Top 5 Audience Motivations
- [] Identify Potential Pain Points
- [] Map Emotional Triggers
- [] Develop Communication Strategy

Audience Research Methods

- [] Local demographic reports
- [] Community surveys
- [] Social media audience insights
- [] Local economic development data
- [] Current resident interviews

Persona Development Exercise

Create Your Ideal Resident Persona

Name Your Persona:

Demographic Snapshot:

- Age:
- Profession:
- Income Level:
- Family Status:

Lifestyle Profile:

- Top 3 Priorities:
- Weekend Activities:
- Professional Aspirations:

Housing Needs:

- Why They're Moving:
- Must-Have Amenities:
- Biggest Concerns:

Communication Preferences:

- Preferred Contact Method:
- Information Sources:
- Decision-Making Style:

Learning Moment

Your target audience is not a static concept. Regularly revisit and refine your personas as market dynamics evolve.

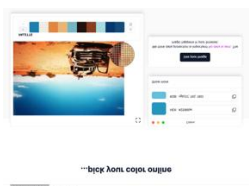
Action Steps

- ☐ Complete persona worksheet
- ☐ Validate personas with team input
- ☐ Gather resident feedback
- ☐ Update personas quarterly
- ☐ Align marketing strategies

Ready to truly understand the people who will make your community home? Let's dive deep into audience insights!

Step 8: Brand Color

Visit this Color Picker link to upload your logo, photo, or a screenshot of your website to help you determine your community colors. <https://imagecolorpicker.com/>



Step 9: Apartments/Services Information

2 Products or Services +

Name ⓘ

Type
Product ▼

Key Features ⓘ

Explain the features of your Product/Service.

—

Create one for each of the following, including name, type, and key features for each.

Property Features

- Floor plan types: Create layout one for each apartment type
- Amenity packages
- Service offerings
- Community programs

Management Services

- Leasing processes
- Maintenance services
- Resident programs
- Community events

Implementation Tips

Consistency Check

- Review all settings for brand alignment
- Test tone across different content types
- Verify property classifications

Content Application

- Apply settings. You can select one brand voice per task and can create up to 5
- Test resident communications
- Review social media content

Team Training

- Share brand guidelines
- Train on voice usage
- Establish approval processes

Regular Updates

- Review quarterly
- Update with new services
- Adjust for market changes
- Refine based on feedback

This setup ensures your MPro Digital tools will generate content that consistently reflects your property's brand voice and meets multifamily industry standards. All content will automatically align with your property class and target audience while maintaining appropriate tone and messaging.