

LandlordSource

Answers to Newsletter Questions

1. Why send newsletter to your clientele?

- Promote your services and ask for more business.
- Send newsletters to your current clients to show your professionalism and why they need you
- Educate owners on housing issues and your property management policies.
- Solicit more business from current clients, tenants, sales agents, business contacts, and prospects. The possibilities are endless.
- Share useful information with residents, and ask them to contact you if they want to buy a home.
- Send out important announcements, reminders, and company information.

2. What newsletters are available in the newsletter program?

Now there are two programs available from LandlordSource.

1. **Managed FOR You Email Newsletters - *NEW!*** This program provides email newsletters for landlords/clients or tenants. LandlordSource prepares the newsletter design for you, based on your company details and colors. Each issue contains appropriate article material and you can add your own content with each issue. LandlordSource sends the email newsletter directly to your client or tenant's email addresses. For more information, visit the [Managed FOR You Email Newsletter](#) page.
2. **Managed BY You Newsletter Materials** - you may want to do your own and LandlordSource has articles and/or templates to create owner, tenant, and marketing newsletters. To see what is available, make your choice below.
 1. [Landlord/Owner newsletter materials](#): 4 templates and 52 articles
 2. [Tenant newsletter materials](#): 2 templates + 22 Tenant newsletters articles
 3. [Marketing newsletter articles](#) (for soliciting real estate agents or other business contacts) 19 articles

3. What software will I need for these materials?

For the Managed for You Newsletter program:

- To use the Managed for You Newsletter program, you will NOT need special software. LandlordSource has designed this program so that you can contribute your updates as you wish, but you do not have to produce or distribute the newsletters,

For the "Managed by You Program, you may need the following:

- To run the Landlord Source templates, you will need Microsoft Publisher®, available in stores and at www.microsoft.com.
- To use the articles and filler materials, you will need either Microsoft Word® or any word processing program that will import Microsoft Word®. You can use these articles in any newsletter vehicle of choice (Microsoft Publisher, Microsoft Word®, Constant Contact, etc) that will allow Microsoft Word® text.
- To create a PDF from the Microsoft Publisher® template for sending or posting newsletters electronically, you will need a full PDF program (not just the reader), such as Adobe Acrobat, go to www.adobeacrobat.com for more information.

Answers to newsletter questions continued

4. How can I see the templates available?

There are templates available on each of the order pages or you can click on the links below. **Special note** - sample articles are not included when you receive the templates, but tips for using the template are included in the template.

Landlord Templates

- [Landlord Template 1](#)
- [Landlord Template 2](#)
- [Landlord Template 3](#)
- [Landlord Template 4](#)

Tenant Templates

- [Tenant Template 1](#) w/mailler
- [Tenant Template 2](#)

Future Agent Templates

- Marketing Template 1 w/mailler
- Marketing Template 2

5. What is the article content?

All articles are in Microsoft Word® format for use in any newsletter template you may be using. The content is good property management practices to owners to show them how valuable your services are and to educate them. The same is true for Tenants, Agents, and business contacts.

We have three different lists that give the article names and descriptions. In addition, please view our sample article pages.

[Landlord/Owner article list](#)

[Tenant article list](#)

[Marketing article list](#) (for agents/business contacts)

6. What if I need to change the templates, fillers, and articles?

- Like all other LandlordSource products, they are fully customizable.
- If you need to change an article to adjust to your company or state law, you can.
- You can add, delete, or modify wording in the articles.
- Additionally you can change any template in Microsoft Publisher® and import all the Microsoft Word® articles. You can use the articles in any email program that you may have, such as Constant Contact newsletters.

7. What will be available in the future for articles and other content?

- There will be more articles added for each type of newsletter as they are developed. Currently, there are 52 owner articles, 22 tenant articles, 18 Marketing/Agent articles.
- Eventually there will be "filler material" available for purchase for each type of newsletter. These will be various short inserts to use in your newsletters when needed. They will cover seasonal topics, announcements, marketing ideas, and more.
- LandlordSource plans to have templates in Microsoft Word® later in 2010.

8. What if I want to use my own Newsletter Template?

You are welcome to just download our articles and use your own template if you have one. They are made to be tailored to any newsletter because they are fully customizable in Microsoft Word®

9. What if I want to create an email newsletter and use the articles available?

Email newsletters are a great way to communicate and "go green." In fact, LandlordSource encourages Property Management companies to save on paper, marketing costs, and "go green." Just collect your email addresses and be sure use a "good" email newsletter program that is set up to assisting you with the requirements of the "Can Spam Act."

One program to use is www.constantcontact.com, although there are others available. This program easily sets you up with templates, mailing, and tracks all the bounces, hits, etc.

10. How do I send my newsletters?

- You can send newsletters by US mail either with your accounting statements or separately. If sending separately, we recommend that you use a newsletter with a "mailer" when folded.
- You can choose to go "paper-less" and send them electronically by email.
- Do not forget, if you do not want to do the work, you can use the LandlordSource **Managed FOR You Email Newsletter Program** and the emails sent for you and LandlordSource will notify you of any bounces, spam, or other problems with your email addresses.

11. What about printing newsletters?

- There are many good printers available and while color does look great, black and white can be impressive if printed on a good quality bright-white paper. It is also better to use a 24# paper so that if printing front and back, the printing will not show through the newsletter.
- If you wish to print two-sided, you *must* have a machine with duplex capability.
- If you are printing a large number of newsletters, it is also useful to have a laser printer that prints at a minimum 20 words per minute or more in both color and black and white. The higher number of pages the printer can do per minute, the better. You do not want to print 1000 newsletters with a color laser that only prints 4 pages of color a minute - it will be frustrating and take forever.
- If you are contemplating buying a printer, there are many color printers available at reasonable prices, **just check the speed, printing costs (toner, imaging units, etc.), and whether or not it has a duplexer.**
- Many companies now buy combination color printer/copiers on a lease, which also can be very cost effective. Just be sure the speed and duplex capability is what you need.
- If you have a large number of newsletters, contact your local printer to see if they will work with a Microsoft Publisher® file or a PDF file and explore their charges. Using just two-colors can also be less expensive.
- The LandlordSource **Managed FOR You Email Newsletter Program** is not set up for printing.

12. What if I want my newsletters to be in PDF format for electronic mailing?

To create a PDF, you need a full PDF program, such as Adobe Acrobat, available at www.adobeacrobat.com. **Please note:** you will need the full reader, not just the minimum program that opens a PDF. This is a terrific tool to use for many things.

13. How do I post my newsletters to my website?

You need to talk with your web host on what they will allow posted to your website. If they will take a PDF, you need to create your newsletter and then turn it into a PDF (see previous answer). An email newsletter program, such as Constant Contact, www.constantcontact.com, has the tools for posting to a website. There are others available as well. Check out their pricing and set up, but be sure to talk with your web host to see if they will work with posting a Constant Contact email newsletters. **Please note:** the LandlordSource **Managed FOR You Email Newsletter Program** does not post newsletters to web sites.

14. What is required to purchase the newsletter materials?

- To purchase email newsletters, select [Managed FOR You Newsletter Materials](#).
- To purchase newsletter materials to create your own select [Landlord Materials](#) or [Tenant Materials](#) or [Marketing/Agent Materials](#)

15. What is the refund policy?

Once you purchase a download, there is no refund due to the electronic nature of the product. Review our [refund policy](#).

16. Where can I get more information?

If you would like to learn more about the newsletter materials, email jstorms@landlordsource.com or call (866) 383-4841.