

A target unit is a creative and strategic approach used in property management to make a particular apartment more appealing to potential residents, especially in cases where it's challenging to rent out the unit. The concept involves setting up a themed apartment to attract prospective residents, with the promise that they can keep the themed items if they decide to rent the unit. The goal is to make the apartment more appealing and offer something of value to sweeten the deal. Here's a step-by-step guide on how to set up and shop for a target unit.

1. IDENTIFY THE CHALLENGING APARTMENT

Determine which apartment(s) in your property portfolio has been difficult to rent out or has remained vacant for extended periods. This will be your target unit(s).

2. UNDERSTAND THE TARGET DEMOGRAPHIC

Choose a theme that aligns with the target demographic and would add significant value to the apartment. Who are you targeting? This could include busy professionals, young families, pet owners, or individuals who value convenience and appreciate a well-stocked living space.

3. PICK A THEME

Choose a theme that is appealing and relevant to your target audience. Themes should be classy but mindful of budget constraints. Some of the theme ideas provided below are excellent examples.



"CULINARY DELIGHT" THEME

Set up the kitchen with high-quality cookware, utensils, and appliances. Stock the pantry with gourmet ingredients and spices. Offer a cooking class or subscription to a meal kit service for culinary enthusiasts. Include a gift card to a trendy restaurant or a specialty grocery store for dining out or trying new recipes at home.

NETFLIX OR STREAMING THEME

Ideal for entertainment enthusiasts, set up the living room with a comfortable bean bag for seating with a cozy blanket and/or pillow and movie-themed decorations. Assemble a basket with movie essentials such as popcorn, candy, soft drinks, and a gift card to a streaming service such as Netflix, Disney Plus, ESPN, or food delivery service OR even an Amazon Firestick for added value.





“PET-FRIENDLY PARADISE” THEME

Outfit the apartment with pet-friendly amenities like a comfortable pet bed, food and water bowls, and toys. Include a pet grooming kit and cleaning supplies for easy pet care. Offer a waived pet deposit or reduced pet rent as an added incentive for pet owners. Provide a gift card to a local pet store for purchasing pet supplies and treats.

“FITNESS ENTHUSIAST” THEME

Outfit the apartment with pet-friendly amenities like a comfortable pet bed, food and water bowls, and toys. Include a pet grooming kit and cleaning supplies for easy pet care. Offer a waived pet deposit or reduced pet rent as an added incentive for pet owners. Provide a gift card to a local pet store for purchasing pet supplies and treats.



“STOCK THE FRIDGE OR PANTRY” THEME

This theme appeals to those who appreciate convenience and value. Purchase kitchen and pantry staples, like flour, sugar, salt, pepper, rice, bisquick, condiments, pasta... just about any dry, packaged, or canned item. Purchase drinks, snacks, spices, organization bins, baskets, shelves, and canisters, and a gift card to a nearby grocery store to stock the fridge and pantry.

4. SHOP FOR THEME ITEMS

Now that you've chosen your theme, start shopping for the items that will bring the theme to life. Consider these shopping tips:

BUDGET PLANNING: Determine a budget for setting up the target unit. It's crucial to balance cost-effectiveness with creating an attractive and appealing theme.

VALUE-ADDED ITEMS: Each theme should include at least one item of value that will sweeten the deal for prospective residents. For example, a gift card, fitness tracker, or subscription service.

COST EFFICIENCY: Look for deals, discounts, and bulk purchasing options to keep costs down. Be resourceful in finding affordable decorations, furniture, and theme-related items.



Kitchen Shopping Ideas



Bathroom Shopping Ideas

5. SET-UP YOUR TARGET UNIT

This shouldn't take more than an hour at most as you don't have art to hang or drapery to install. All you have to do is set up in a functional and pleasing way.





6. MAINTAIN AND REFRESH

Once the target unit is set up, it's essential to maintain it. Clean and refresh the apartment daily before showings to ensure it looks its best. A well-maintained target unit reflects positively on both the property and the property manager or real estate agent. At the end of the business day, the target apartment should be secured, blinds closed, and lights turned off.

7. EFFECTIVE MARKETING

Promote the target unit with the theme through various marketing channels, such as online listings, social media, and property tours. Highlight the unique features and added value of the themed apartment to attract potential residents.

8. COMMUNICATION

During apartment showings, clearly communicate the concept of the target unit to prospective residents. Let them know that they can keep all the themed items if they decide to rent the apartment, making it a more enticing offer.

By setting up a target unit with an appealing theme and value-added amenities, property managers can increase the attractiveness of challenging apartments, reduce vacancy rates, and potentially secure long-term residents who appreciate the personalized touch.

