

***“Maintaining **POSITIVE**  
Customer Relationships”***

**N E W  
N O R M A L**

# WHO IS THIS GUY?



**86,400**

# THE 86,400 QUESTION



**60 Seconds**

**60 Minutes**

**24 Hours**

---

**86,400 Seconds**



**SEPTEMBER 17<sup>TH</sup> - YOU & KEN**

**7,200**

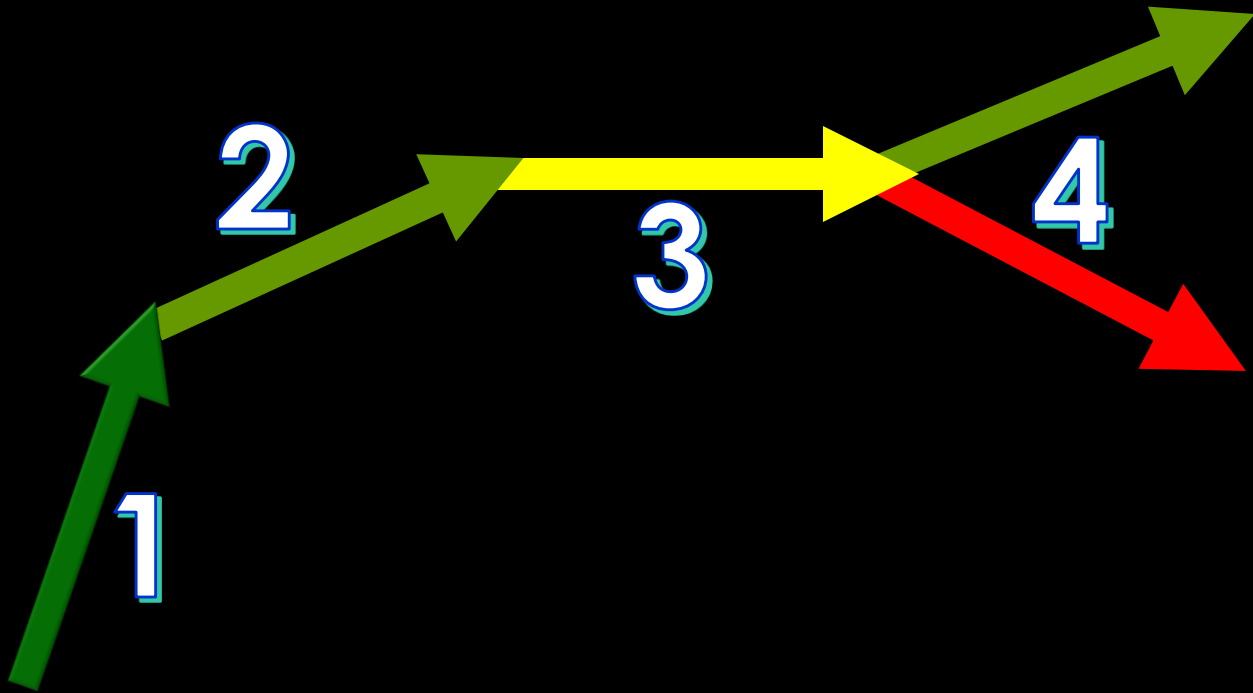
**Seconds!**

# DIFFERENTIATE YOURSELF

***“DON’T become another ME-TOO community!”***

**Ken Corbin**

# 4 STAGES OF GROWTH



***"If you always do what you always did,  
you'll always get what you always got."***

**Albert Einstein**

# COMMUNITY MANAGEMENT





# 3

## Things To Know

1. We **WILL** come out of this
2. **EVERYONE** needs a place to call **HOME**
3. **YOU** live at the **CENTER** of making that happen



*“This is not the beginning, nor is this the end, but likely the end of the beginning.”*

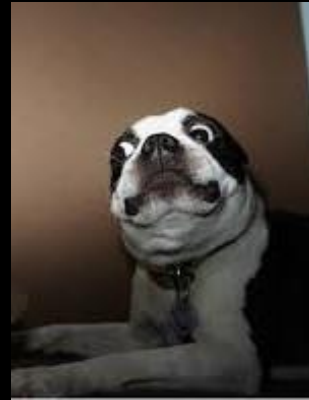
Winston Churchill





**It's always darkest just before dawn**

# I'M SCARED!



The background of the slide is a photograph of a city skyline at sunset or sunrise. The sky is a gradient of orange and yellow, transitioning into a dark blue silhouette of the city and its surrounding hills. A small airplane is visible in the sky, flying towards the right.

# Changes

## **We Need To Make**

**Keep you, your family and your customers safe in these turbulent times.**

# Changes

## **We Need To Make**

**Keep your community moving forward ... with intelligent marketing, messaging and the strategies to do the majority of it all virtually ... much of this in the cloud**

# Changes

## **We Need To Make**

**Make sure when this turns around (and it will) that you've done all the right things to come out of this quickly.**





# **4 KEY AREAS TO WORK ON**

- 1. Messaging**
- 2. Your Mindset**
- 3. Technology & Training**
- 4. Communication**



# DEVELOP RESIDENT COMFORT



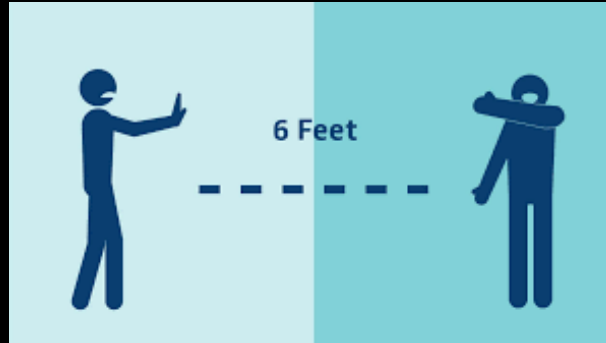
# TWO IMPORTANT THINGS



# DEVELOP RESIDENT COMFORT

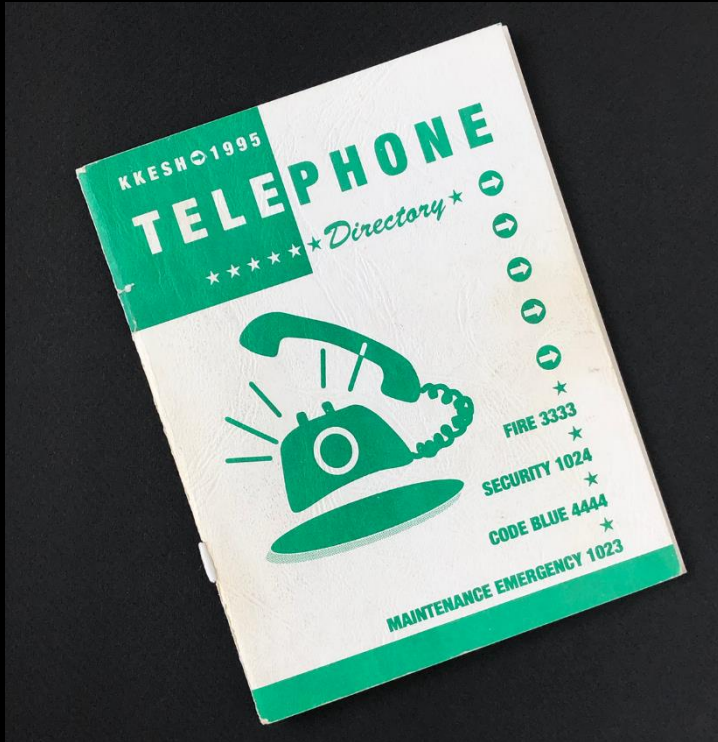


# MEASURES YOU'RE TAKING





# CONTACT INFORMATION



# RESIDENT COMMUNICATION



**I HOPE  
THAT YOU  
ARE OK**



# RESIDENT RECOMMENDATIONS





# DEVELOPING TRUST



These will be the communities your potential customers will lease their spaces from.





# **CUSTOMERS & RESIDENTS**

**Layoffs & Furloughs**  
**They're Scared**  
**Be Prepared To Help**

# NATIONAL LENDER INFORMATION



# LOCAL LENDERS & UTILITIES



# GOVERNMENT RESOURCES



**BENEFITS.GOV**  
Your Path to Government Benefits

3

# CONVERSION RATIOS



1



2

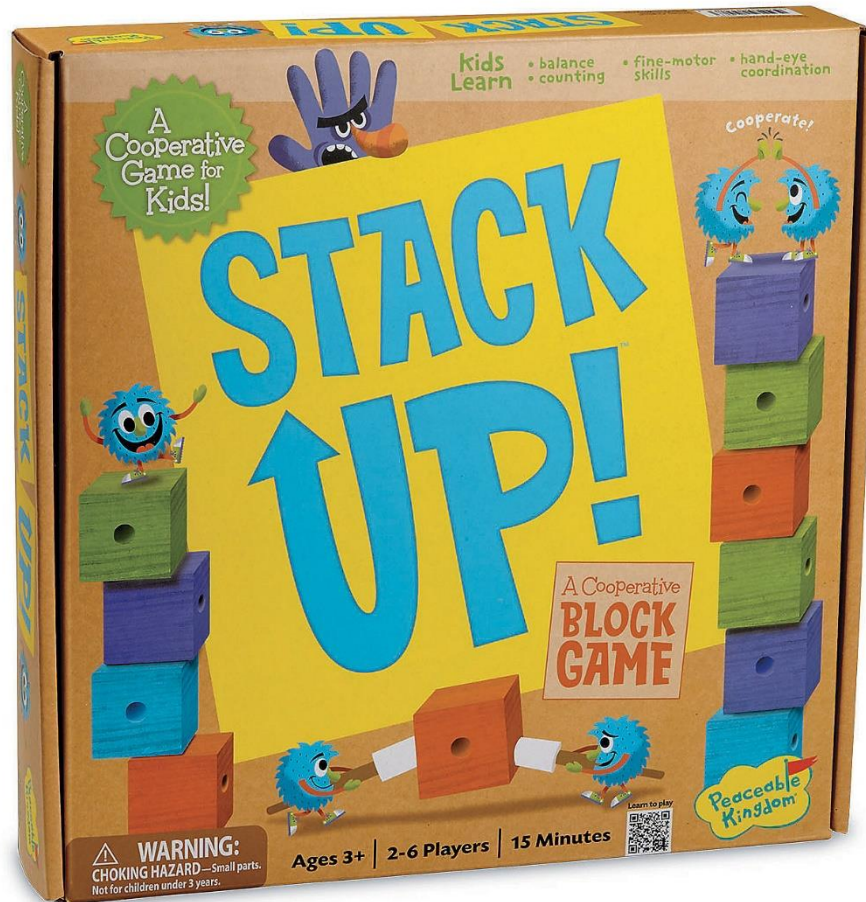
APPROVAL



4



# HOW DO I COMPARE?





# IELTS<sup>TM</sup>



## **FREE Practice Listening Tests**



improvement

performance

# “REALLY” USING VIDEO



# PARTNER IN YOUR COMMUNITY





# CULTIVATE RELATIONSHIPS

VIP



# LEARN VIDEO E-MAIL



We Build  
Relationships

A hand is shown writing the phrase 'We Build Relationships' on a green chalkboard. The text is written in a white, chalk-like font. The hand is holding a white chalk marker and is positioned at the end of the word 'Relationships'.



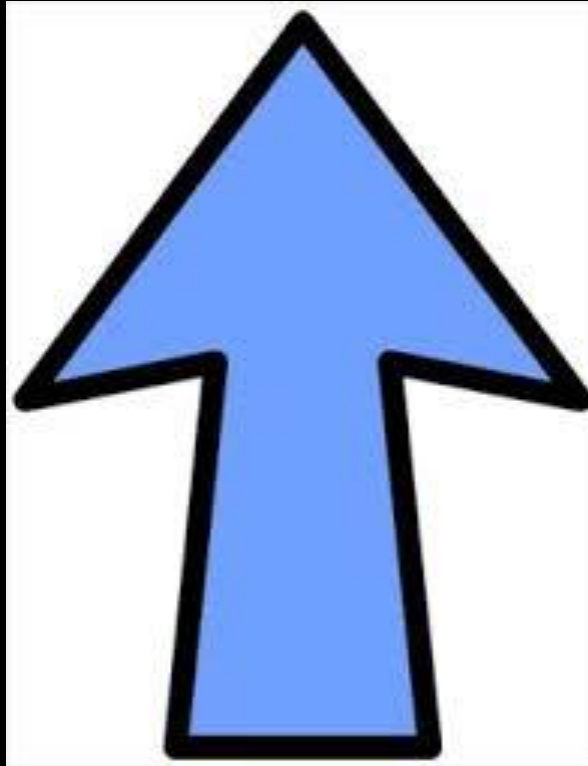
# SAMPLE VIDEO E-MAIL SITES



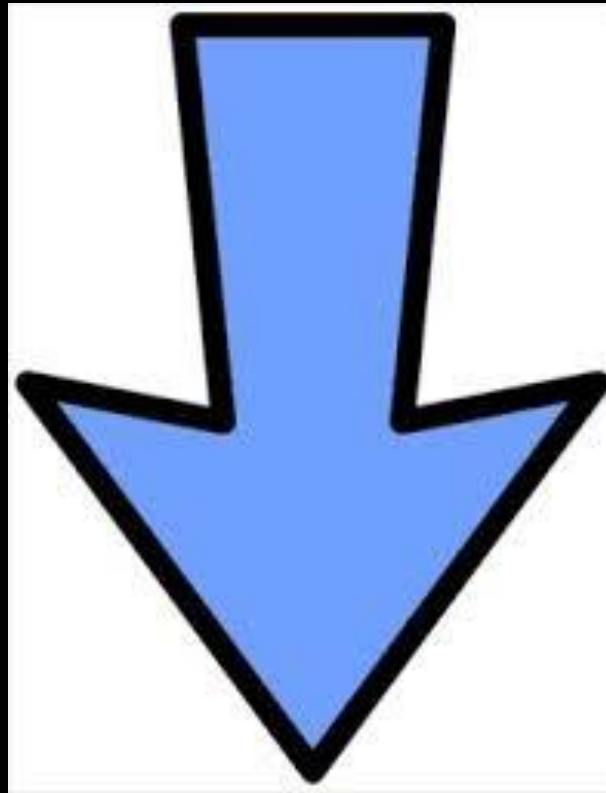


# THE **3** WAYS

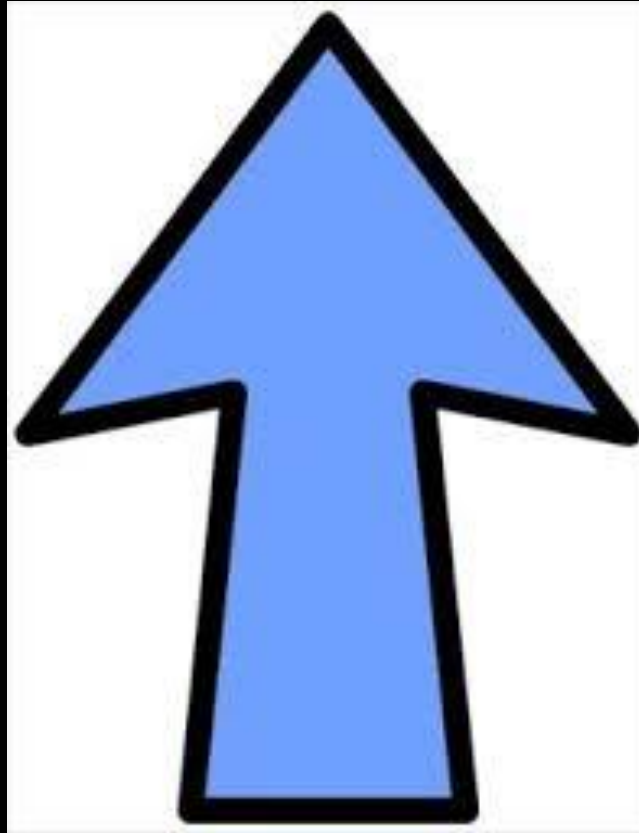
# RENT



# **SPEND**



# INCREASE MARGINS

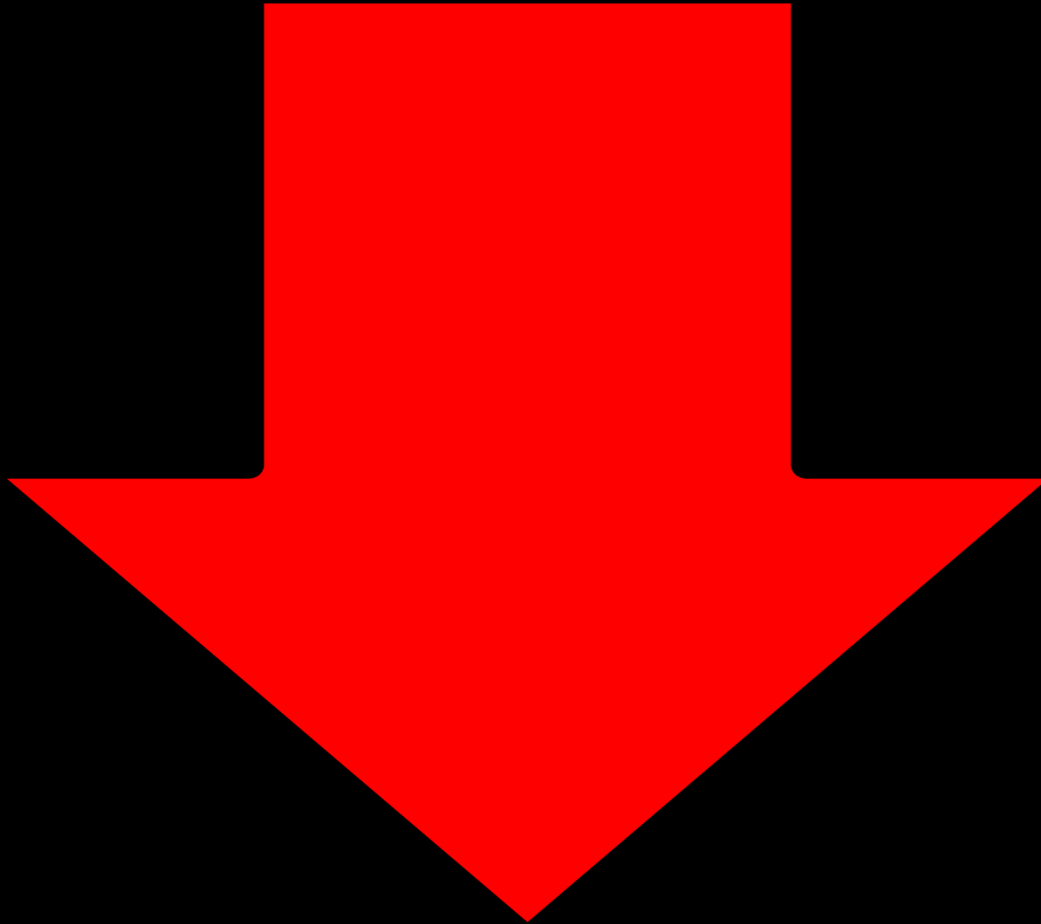




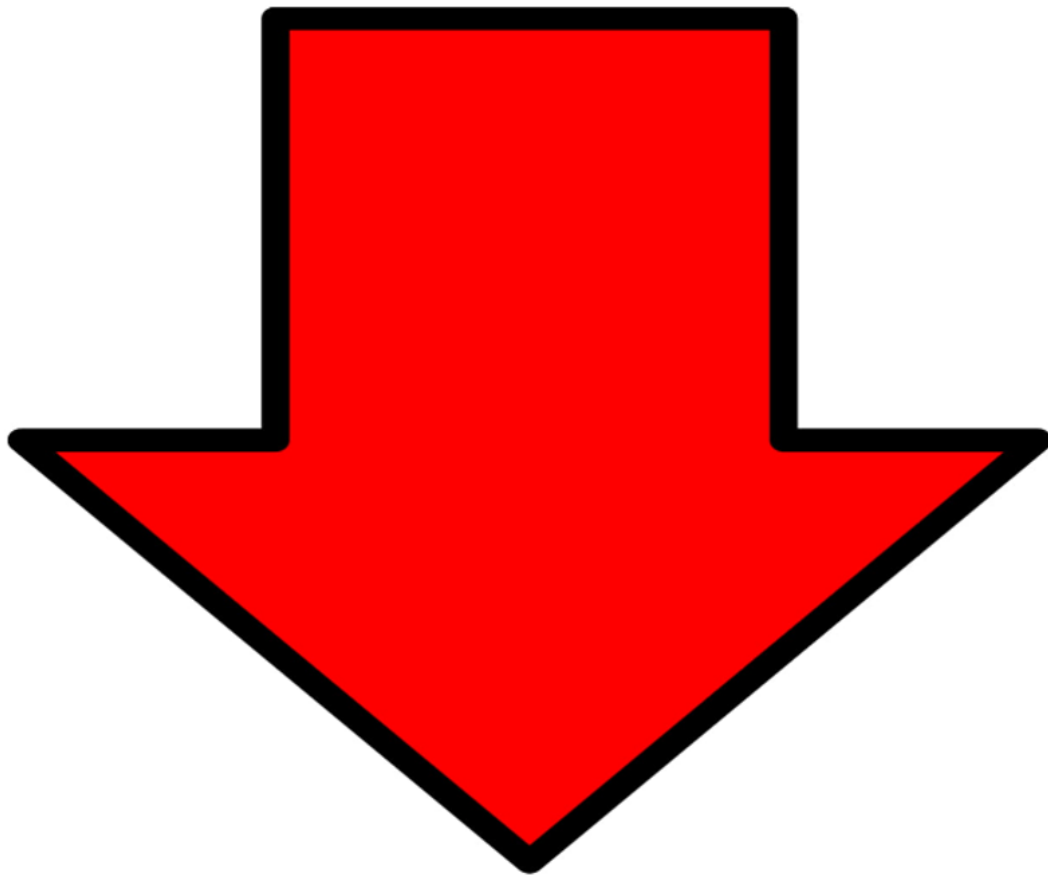


**87%**

# THE “10,000” DROP



**#10,001**



[illegible]

# mul-ti-task



# THE MANY MINDSETS OF A GOOD MANAGER

OFFICE LIBATIONS





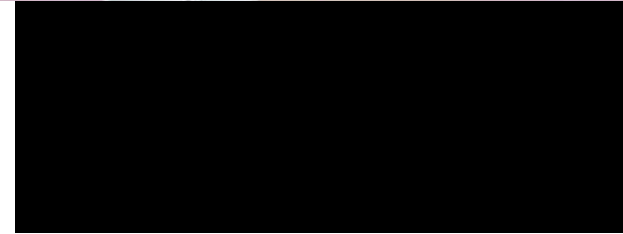




# Communication Skills

**Verbal**  
**Written**  
**Body Language**  
**Haptic**  
**Olfactic**  
**Sign Language**  
**Musical**  
**Braille**  
**Semaphore**  
**Non-verbal**  
**International Morse Code**  
**Graphic**  
**Communication Skills**





**AND ALL THE WHILE ... SMILE**







# MOST PLEASING 5 LETTER WORD

S

M

i

L

e

# REQUIRE



0

# TALENT!

**Honesty**

**Resourceful**

**Enthusiasm**

**Empathy**

**Being On Time**

**Humble**

**Flexible**

**Doing Extra**

**Body Language**

**Work Ethic**

# LISTEN



***"In all of nature, that which does not change and grow will suffer atrophy (or die)...and so it is with any organization"***

**Somers White**

# 1962 RETAIL REVOLUTION



DAYTON HUDSON CORPORATION





# 1962 RETAIL REVOLUTION



**Garden City, MI**



**Roseville, MN**



**Rogers, AR**

# ORIGINAL GRAND OPENING AD'S

**Kmart** GARDEN CITY PLAZA—THURS. FRI. SAT. SUN. Quality DISCOUNT DEPT. STORE

More SPECIALS in our **Grand Opening Sale**

**Valid Values Discount Priced**

**MEN'S ZIPPER GOLF JACKETS**  
Comp. Value \$1.95 **\$3.97**

**MEN'S \$1.95 VALUE LAMINATED JACKETS**  
Comp. Value \$1.95 **\$10.97**

**MEN'S \$3.97 VALUE LAMINATED JACKETS**  
Comp. Value \$3.97 **\$19.97**

**MEN'S \$19.97 VALUE LAMINATED JACKETS**  
Comp. Value \$19.97 **\$99.97**

**WOMEN'S SLIPPER SPECIALS**  
Values! 2 for **\$1.66**

**Giant Value! 3x5-Ft. Rug**  
Comp. Value \$2.74 **\$2.74**

**Famous Maker WASHABLE DAYTIME DRESSES**  
Comp. Value \$2.50 **2 for \$5**

**10-PC. CHINA DINNERWARE SET**  
Comp. Value \$5.66 **\$5.66**

**LATEX WALL PAINT**  
Comp. Value \$2.88 **\$2.88**

**WATER HEATER**  
Comp. Value \$48.00 **\$48.00**

**Big Kmart Buy in ENAMELWARE**  
Comp. Value \$9.49 **\$9.49**

**SAUCER CHAIR**  
Comp. Value \$13.88 **\$13.88**

**Ford at Middlebelt** IN GARDEN CITY PLAZA **Thurs., Fri., Sat., Sun.**

YOUR KREDIT CARD IS GOOD AT K-MART!

**Target** GRAND OPENING Discount Store and Supermarket

**TODAY, MAY 3**

Congratulations and Best Wishes  
**RISE BUILDING CORPORATION**  
Spartanburg and Investments  
**STEINBERG CONSTRUCTION COMPANY**  
General Contractors

**73 EXCITING DEPARTMENTS!**

**Snelling Avenue at Highway 36**

**YOU ARE INVITED TO WAL-MART** WEEK - LONG

**GRAND OPENING**

**MONDAY JULY 2, THROUGH SAT. JULY 7th.** INCLUDING JULY 4th

**FREE OODOR PRIZE**

**it's here... now!**

**THE DISTRICTS "1st" Quality Discount CENTER**

**WAL-MART INC.**

**719 Walnut Ave. ROGERS, ARK.**

**You Must Save at Wal-Mart**  
Our Policy Guarantees It

**WAL-MART LOWEST PRICES**

**22 DEPTS.**

1. JEWELRY
2. DRUGS
3. BOOKS
4. HOBBS
5. HAIR CARE
6. PAINT-ACES
7. CROCKERY
8. SEWING
9. SPORTING GOODS
10. AUTOMOBILES
11. BOYS WEAR
12. GIRLS WEAR
13. LADIES WEAR
14. INFANT
15. PEER GOODS
16. HOME WARE
17. SHOES
18. SMALL APPLIANCES
19. LOTS
20. HOME FURNISHINGS

**Name Brands** IN ALL DEPTS.

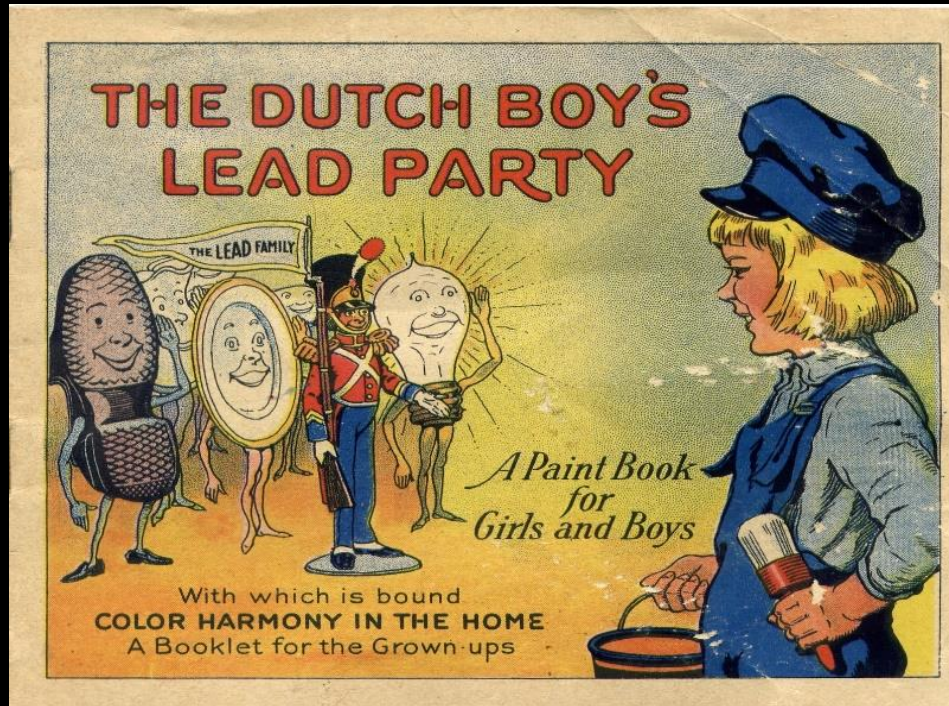
# THE “439” GROUP - #392



***Brown Shoe***



# THE “439” GROUP - #72



## N L Industries

# THE "439" GROUP - #224

**YOU HAVE TO SEE IT TO BELIEVE IT!**

## **FLASH-MATIC TUNING** BY ZENITH

**ONLY ZENITH HAS IT!**



A flash of magic light from across the room  
(no wires, no cords) turns set on, off, or changes  
channels...and you remain in your easy chair!

**YOU CAN ALSO SHUT OFF LONG,  
ANNOYING COMMERCIALS  
WHILE PICTURE REMAINS ON SCREEN!**



With a beam of magic light  
this Zenith "flash tuner"  
works TV miracles!  
**Absolutely harmless to humans!**

Here is a truly amazing new television development—and only Zenith has it! Just think! Without budging from your easy chair you can turn your new Zenith Flash-Matic set on, off, or change channels. You can even shut off annoying commercials while the picture remains on the screen. Just a flash of light does it. There are no wires or cords. This is not an accessory. It is a built-in part of several new 1956 Zenith television receivers. Stop at your Zenith dealer's soon. Zenith-quality television begins as low as \$149.95.\*

**If it's new...it's from Zenith!**  
**YOU HAVE TO SEE IT TO BELIEVE IT**  
\*Manufacturer's suggested retail price. Slightly higher in Far West and South.



*The Bismarck (Model X2264EQ), 21". Flash-Matic Tuning, Cinebeam®, Cine-Lens®, Blond grained finish cabinet on casters. Also in mahogany color (X2264RQ). As low as \$399.95.\**

### **ZENITH**

The royalty of TELEVISION and radio  
Backed by 36 years of leadership  
in radionics exclusively  
ALSO MAKERS OF PINK HEARING AIDS  
Zenith Radio Corporation, Chicago 39, Ill.

# Zenith

The logo for the Fortune 500. The word "FORTUNE" is in a black, serif, all-caps font. Below it, the number "500" is in a large, bold, red, sans-serif font. The entire logo is set against a white rectangular background.

# FORTUNE

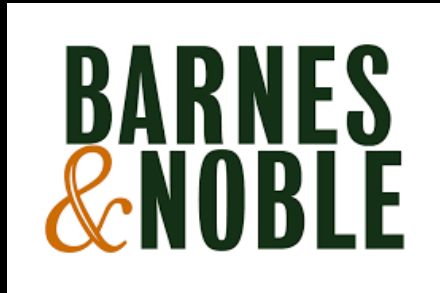
# 500



# FORTUNE 500 LONGEVITY

|             |                        |
|-------------|------------------------|
| <b>1955</b> | <b><i>74 Years</i></b> |
| <b>1965</b> | <b><i>43 Years</i></b> |
| <b>1990</b> | <b><i>20 Years</i></b> |
| <b>2016</b> | <b><i>14 Years</i></b> |
| <b>2020</b> | <b><i>10 Years</i></b> |

# GONE SINCE 2018





***PROGRESSIVE®***



**ORACLE®**

**GENERAL  
DYNAMICS**

***NORTHROP GRUMMAN***



**Occidental**

**Anthem®**



**GM**



# **What Do They Have In Common?**

# DEFINITION OF SUCCESS?

***“Success is finding out what’s wrong with your community before your competitors do”***

**Ken Corbin**



# Issue 9 Years Later

# 1976 SILENT GIANTS



**Steve Sasson**

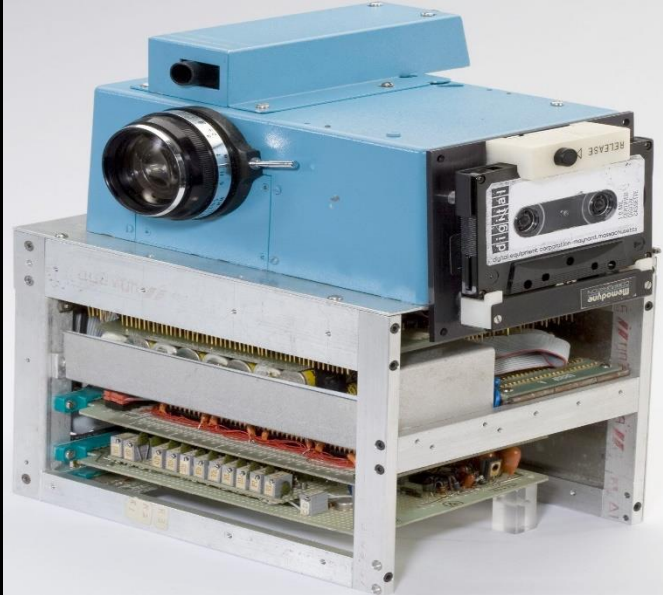


**Steve Jobs**

**Steve Wozniak**

**Ronald Wayne**

# WHAT AM I?



# 1908 - 1940

## SEARS MODERN HOMES 1913



SEARS, ROEBUCK AND CO.

**352 vs 583 Man-Hours  
Reduction of 40%  
6% Interest – 15 Years  
1929 - \$12 Million Sales  
1934 - \$11 Million Losses  
1940 – Last Home Sold**





**BANKRUPT**

SEARS

ROEBUCK

ANALYZING  
FUND  
INVESTMENT  
CREDIT  
EXPENSE  
PRICE  
SAVINGS  
DISCOUNT  
FINANCIAL  
COMPUTER  
PLANNING  
MORTGAGE  
PAYMENT  
BUDGETING  
ACCOUNT  
BUSINESS  
INCOME  
DEPOSIT  
STORE  
CLOSING  
CALCULATE  
FUTURE  
COMMON  
ANALYZING  
SAFE  
RECEIPT  
MONEY  
COMMUNICATION  
BANKRUPT

CREDIT  
EXPENSE  
PRICE  
SAVINGS  
DISCOUNT  
FINANCIAL  
COMPUTER  
PLANNING  
MORTGAGE  
PAYMENT  
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STORE  
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FUTURE  
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SAFE  
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FINANCIAL  
COMPUTER  
PLANNING  
MORTGAGE  
PAYMENT  
BUDGETING  
ACCOUNT  
BUSINESS  
INCOME  
DEPOSIT  
STORE  
CLOSING  
CALCULATE  
FUTURE  
COMMON  
ANALYZING  
SAFE  
RECEIPT  
MONEY  
COMMUNICATION  
BANKRUPT



2<sup>nd</sup> Start  
to a

**NEW** Beginning

# MANUFACTURED HOUSING SHIPMENTS

**2012**

**2014**

**2015**

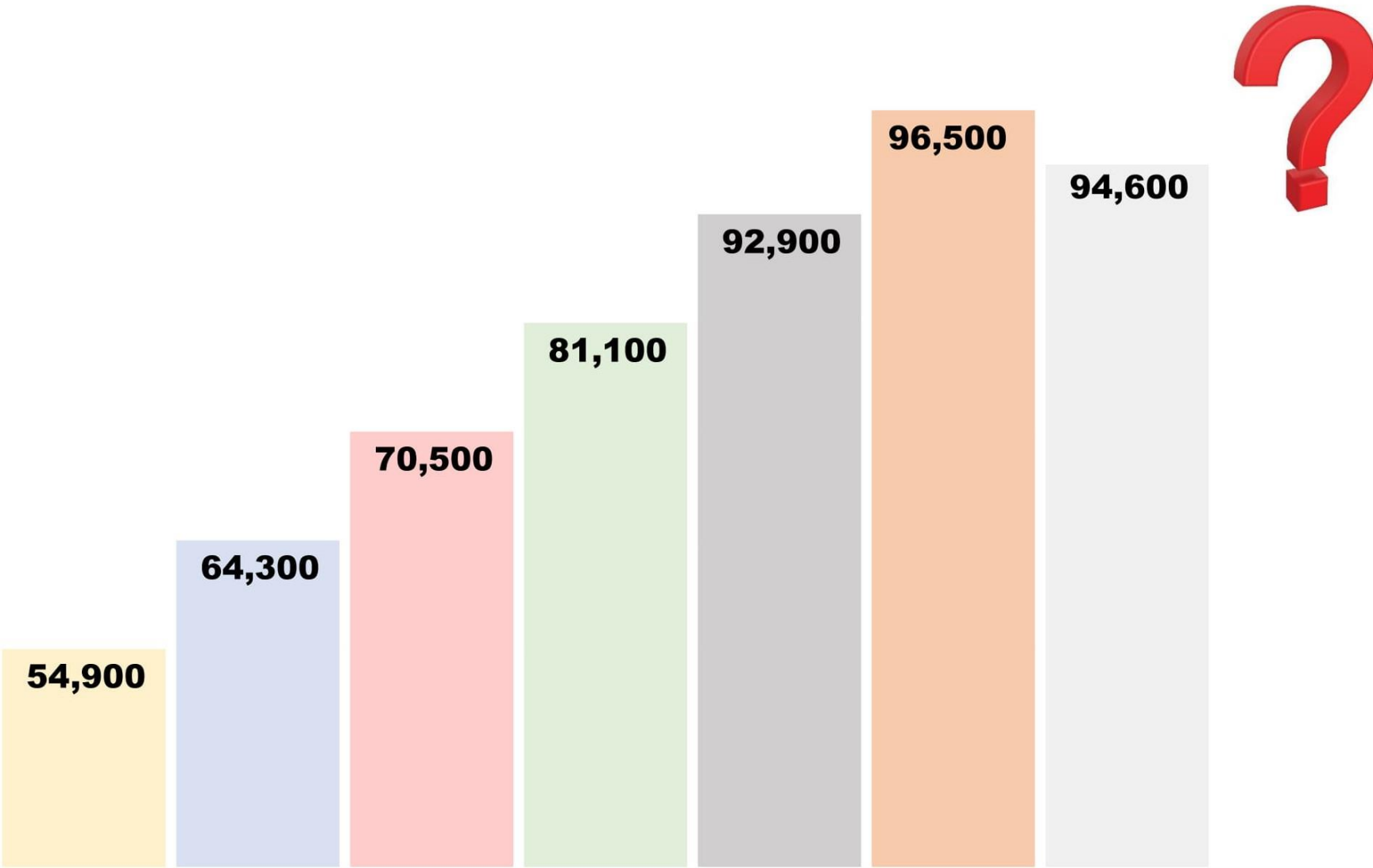
**2016**

**2017**

**2018**

**2019**

**2020**





# 331 MILLION

# 8 Seconds

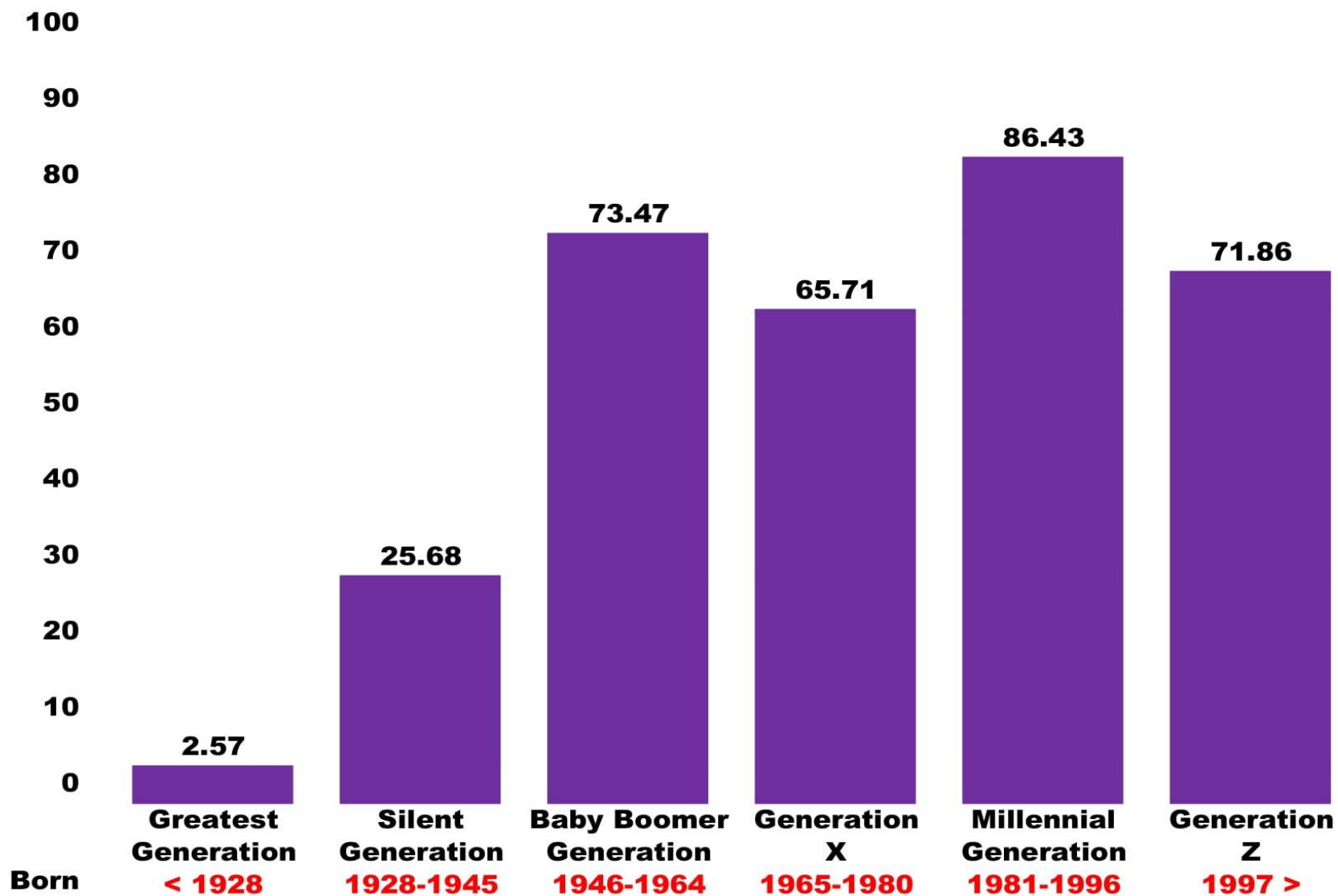


# 11 Seconds

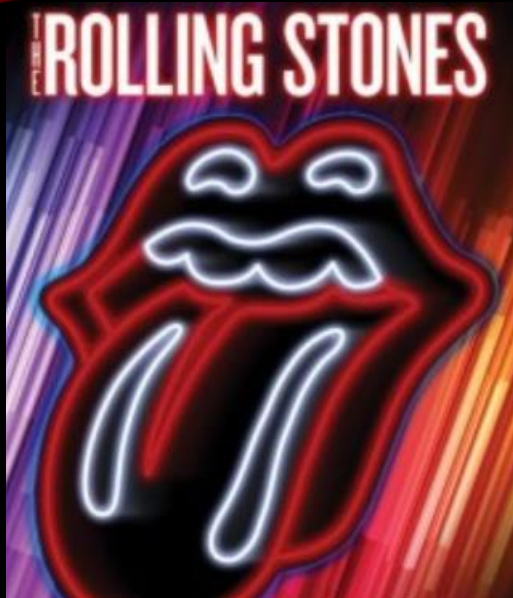


# +27 MILLION

# 2020 United States Resident Population - Millions



# BABY BOOMERS



**Born 1946 - 1964**

**22.3% Population**

**“ME” not “WE” Generation**

**Good Work Ethic**

**Self Assured**

**Technology**

**Desktop**

**Social Media**

**Facebook**

**Communication**

**Cell Phone**



# GENERATION X



**Born 1965 - 1980**

**19% Population**

**Independent**

**Geeks**

**Flexible Work Hours**

**Technology**

**Laptop**

**Social Media**

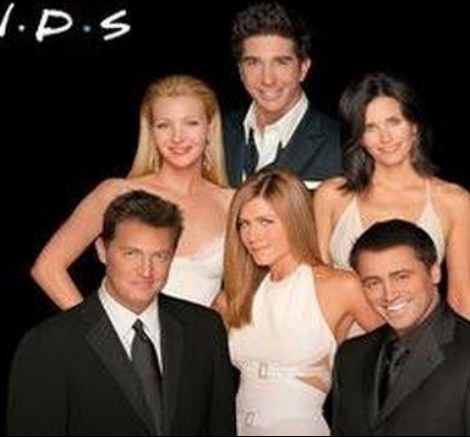
**Facebook & YouTube**

**Communication**

**Cell Phone**

# MILLENNIALS

F.R.I.E.N.D.S



**Born 1981 - 1995**

**24.3% Population**

**Social Minded**

**Job Jumpers**

**51.7% of 2016 Election**

**Technology**

**Tablet**

**Social Media**

**YouTube & Instagram**

**Communication**

**E-Mail**

# GENERATION Z



**1996 And Later**

**22.1% Population**

**Cord Cutters**

**Eco Friendly**

**#1 Generation in 2028**

**Technology**

**Smart Phone**

**Social Media**

**Snapchat & Tik Tok**

**Communication**

**Texting**

**4% Greatest Generation (< 1946)**  
**12% Generation Z (after 1996)**  
**26% Baby Boomers (1946-1964)**  
**28% Generation X (1965-1980)**  
**30% Millennials (1981-1995)**



# FIRST TIME HOMEBUYERS

*“Over the next 10 years, Millennials (aged 28 to 38) will make up 22.3% of the population ... BUT, 42% of the NEW HOME buyers in the US.”*





# MILLENNIAL'S



**Will DISRUPT the market over the next 5 years**

**2-4 x's more likely homebuyer than ANY age group**

**DEDICATED to their COMMUNICATION devices**

**98% search ON-LINE for information on housing**

**2x's as likely to use DEVICES vs Baby Boomers**

# GEN Z

**Bank of America®**



**Over 50% are SAVING for a home**

**Are “likely” to ask for \$\$ help from parents**

**GOAL is to OWN a home by age 30**

**Start a family as a HOMEOWNER vs renter**

**BOTTOM LINE**

**Technology plays a CENTRAL role in THEIR housing decision**

# X, Z & MILLENNIAL COMMUNICATION



# FORBES 10 YEAR TREND

**60's**



**million**

**Growth**



# GENERATING “MORE” RESIDENTS



**Current Residents**

**Visited Your Community**

**In Your Data Base**

**Reached Via Marketing**

**Unknown But Looking**



# SOCIAL MEDIA MAGIC



# LARGEST US NEWSPAPERS

**2.3 Million**



**2.1 Million**





2.45 **B**ILLION



**2.1 BILLION**

# GROWING FAST!



**800 Million**

**TikTok**



**350 Million**

*Pinterest*



**315 Million**





# SOCIAL MEDIA SITES

## 2015 TOP 10

|                  |                    |
|------------------|--------------------|
| <b>Facebook</b>  | <b>800,000,000</b> |
| <b>YouTube</b>   | <b>600,000,000</b> |
| <b>Instagram</b> | <b>500,000,000</b> |
| <b>Twitter</b>   | <b>310,000,000</b> |
| <b>Snapchat</b>  | <b>300,000,000</b> |
| <b>Pinterest</b> | <b>190,000,000</b> |
| <b>LinkedIn</b>  | <b>185,000,000</b> |
| <b>Flicker</b>   | <b>130,000,000</b> |
| <b>Tumblr</b>    | <b>95,000,000</b>  |
| <b>Tagged</b>    | <b>80,000,000</b>  |

## 2020 TOP 10

|                  |                      |
|------------------|----------------------|
| <b>Facebook</b>  | <b>2,450,000,000</b> |
| <b>YouTube</b>   | <b>2,100,000,000</b> |
| <b>Instagram</b> | <b>1,200,000,000</b> |
| <b>Snapchat</b>  | <b>1,100,000,000</b> |
| <b>TikTok</b>    | <b>800,000,000</b>   |
| <b>Twitter</b>   | <b>770,000,000</b>   |
| <b>LinkedIn</b>  | <b>575,000,000</b>   |
| <b>Pinterest</b> | <b>350,000,000</b>   |
| <b>Reddit</b>    | <b>315,000,000</b>   |
| <b>Skype</b>     | <b>300,000,000</b>   |

# AUTOMATE YOUR POSTS



Postfity.com

# FACEBOOK LIVE



# FACEBOOK – THE BOTTOM LINE

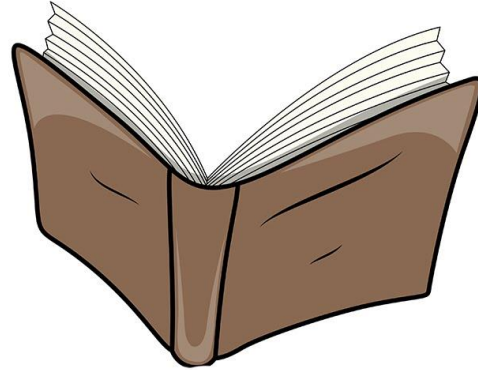
- **Add PICS**
- **Use VIDEO**
- **Facts “TELL”**
- **Stories “SELL!”**



# INSTAGRAM STORIES



**INSTAGRAM**



**STORY**





# CHILDREN & PETS

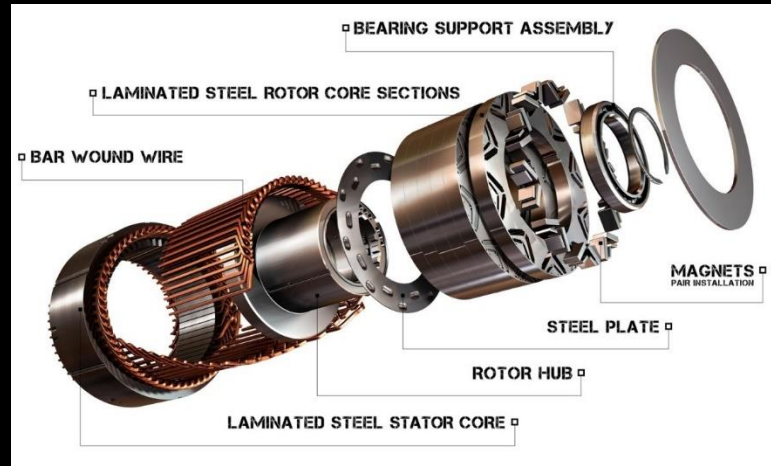




# THE NEXT 10 YEARS



**Gasoline Engine**  
**20,000 Parts**  
**1yr to 5yr Warranty**



**Electric Engine**  
**20 Parts**  
**Lifetime Warranty**  
**Only Replaced By Dealers**  
**Drive Up – Have Coffee**  
**Drive Away in 1 Hour**

# THE NEXT 10 YEARS



# THE NEXT 10 YEARS

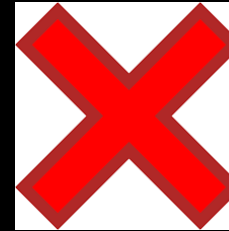
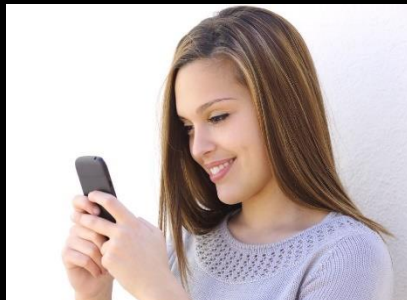
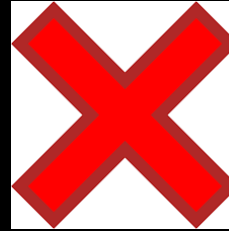
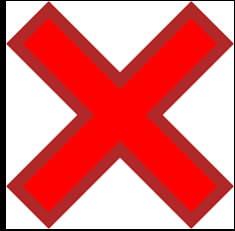
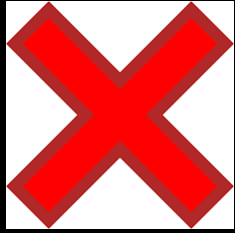
## Children Born In 2020



**90% Will NEVER Get A Drivers License  
Will NEVER Own A Car**



# AUTONOMOUS CAR REVOLUTION



# **AUTONOMOUS CAR REVOLUTION**

## **TODAY**

**1.2 Million DIE Driving Each Year**

**1 Accident per 60,000 Miles Driven**

## **10 YEARS FROM NOW**

**1 Accident per 6 Million Miles Driven**

**Save 1 Million Lives Each Year**

# THE NEXT 10 YEARS



**QUIT Law School**  
**IBM Watson's 90% Accurate**  
**Human's 70%**  
**50% Fewer Attorneys**



# THE NEXT 10 YEARS



**IBM's New Super-Computers  
Increase Cancer Diagnosis By 50%  
By 2030, Smarter Than Human Surgeon's**

FOUR MEN AND ONE WOMAN ON  
THE MOST FANTASTIC, SPECTACULAR  
AND TERRIFYING JOURNEY  
OF THEIR LIVES...

# FANTASTIC VOYAGE

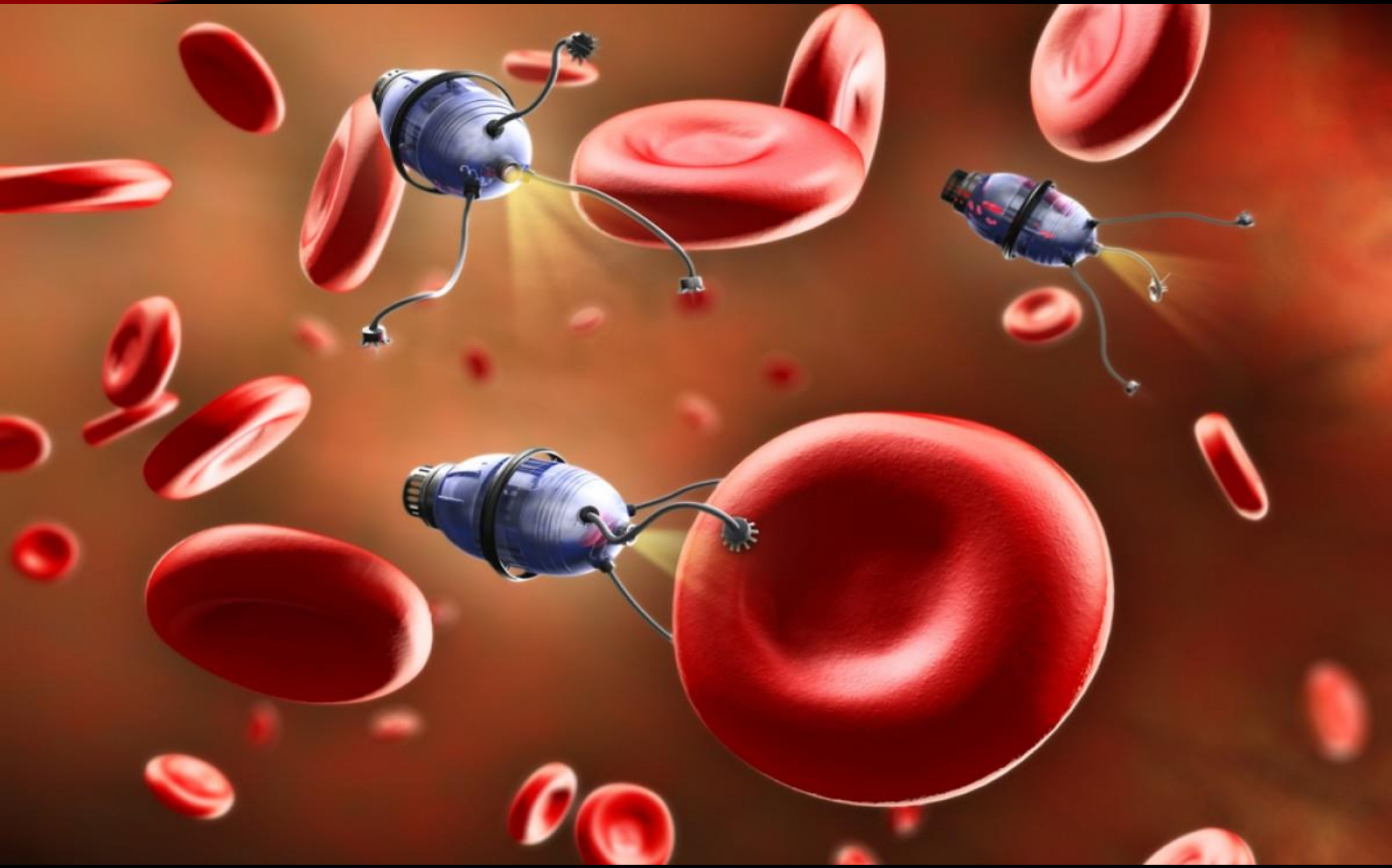
A COLUMBIA PICTURES PRESENTATION BY DE LUXE

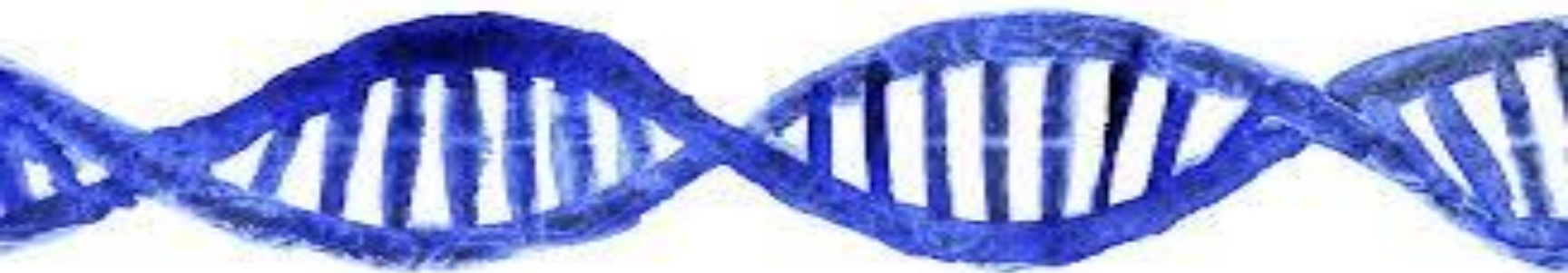
STEPHEN DOOD • RAQUEL WELCH  
EDMOND O'BRIEN • DONALD CRISP





# NANO ROBOT TECHNOLOGY





# **NOT TOMORROW, BUT TODAY!**



**Solar Panels Store  
MORE Than Used**



**Sell Power BACK To Grid  
Re-Sold to High-Use Firms**



# **WELCOME TO TOMORROW**

**... it actually started a few years ago**



**YOU'RE THE CAPTAIN!**



# IT'S THE LITTLE THINGS

IT'S THE LITTLE  
DETAILS THAT ARE  
VITAL. LITTLE THINGS  
MAKE BIG THINGS  
HAPPEN.

JOHN WOODEN



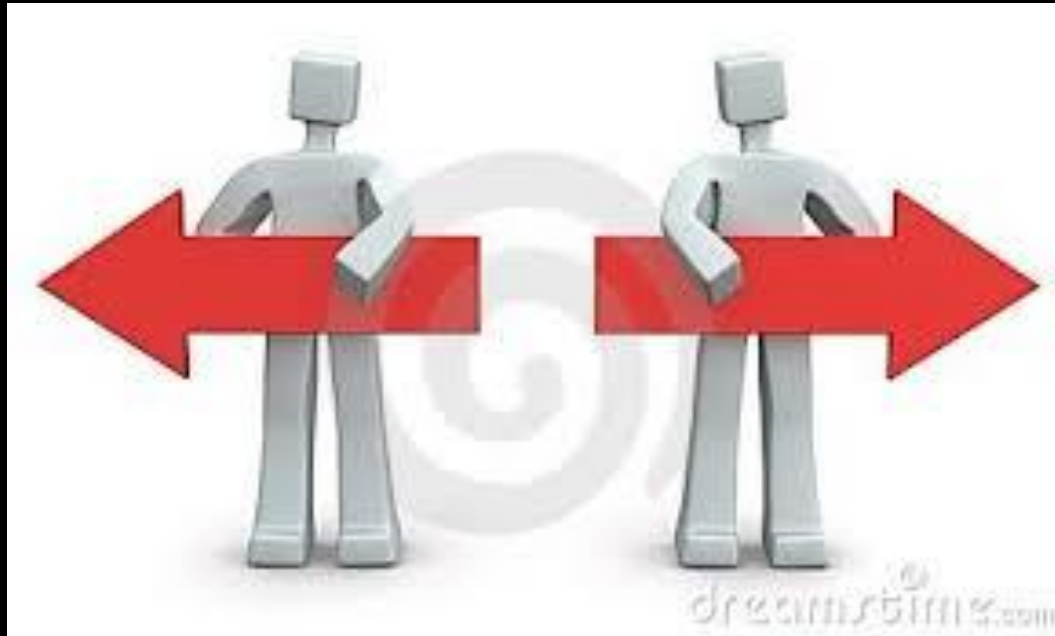
# THE DRIVE BY



# **“AWE” FACTOR – OMG!**



# THINK LEFT ... THEN THINK RIGHT





# THE INFORMATION CENTER





# MENTORS

***“Make Doing Business With You EASY!”***

**Mike Reed**

# THE “HOME” TEAM!

## Meet Your HOME Team!



**Bob Williams**  
Sales



**Angie Harmon**  
Sales



**Bev Thompson**  
Manager



**Cathy Cummings**  
Service Manager



**Will Arnold**  
Service Technician



**Jerry Carson**  
Delivery Mgr

# HAPPY RESIDENTS



**Charleston, SC**



**Lewisville, TX**



**Clarkston, MI**



**Augusta, GA**



**Knoxville, TN**



**Evansville, IN**



**Fort Myers, FL**



**Mesa, AZ**

# CHILDREN SAFE ZONE





# NAME TAGS

**KEN**

**Corbin**

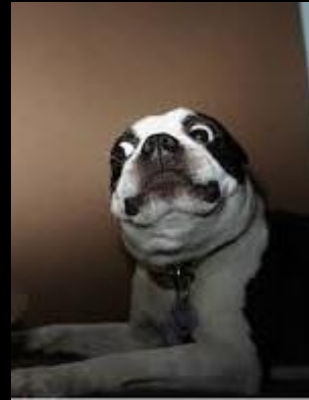


**American Homes Community**

# SENSE-ABLE COMMUNICATION



# I'M SCARED!



# EMOTIONAL TRIGGERS



# WHY PEOPLE CHOOSE A COMMUNITY





# POSITIVES – COMMUNITY

- **Initial Impression / Curb Appeal**
- **Exterior Display of Office & Homes**
- **Manager Took Their Time – Didn't Rush**
- **Treated the Family Well**
- **Explained the Process**
- **Truly Cared**

# POSITIVES – COMMUNITY / HOMES

- **Clean**
- Lots are well maintained
- **Staff was friendly**
- **Fit Their Budget**

# NEGATIVES – BEFORE & AFTER

## **DIDN'T BUY / RENT - COMPANY**

- Didn't Seem Interested
- **Rushed Thru**
- Never Followed Up

## **AFTER BUYING / RENTING – COMPANY**

- Poor Service / Communication
- **Didn't Follow Up**

# LISTEN TO YOUR CUSTOMER!



***“Get closer than ever to your customers. So close, that you can tell them what they really want before they realize it themselves!”***

Steve Jobs, Apple

# DO WE **REALLY** LISTEN?





# THE SCHOOL BUS TEST



You're Driving The Bus

# THE SCHOOL BUS TRIP



# HOW OLD IS THE BUS DRIVER?



# THE SCHOOL BUS TEST



You're Driving The Bus

# MAKE SURE THEY REMEMBER YOU

- It's **NOT** your potential residents job to remember you.
- It's **YOUR** obligation & **YOUR** responsibility to make sure they **NEVER** have the chance to forget **YOU!**



# **MAKE SURE THEY REMEMBER YOU**

- **1 Wear a NAME TAG**
- **2 ALWAYS use their names**
- **3 Send a PERSONAL E-Mail**
- **4 Send a PERSONAL USPO note**
- **5 Do a FOLLOW-UP call**
- **6 Sent a FOLLOW-UP text**

# TEXT MESSAGE - OPT OUT NOTICE

## **BE COMPLIANT**

***“Fines of \$500 to \$1,500 per text message sent to each individual who did not provide consent.”***

**United States  
Telephone Consumer Protection Act**

# **“I” AM THE COMPANY**





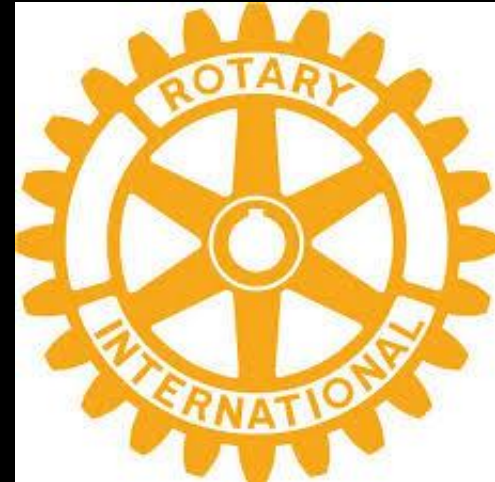
**TELL  
THE COMPANY  
STORY!**

# GET INVOLVED!





# LOCAL ORGANIZATIONS



**Big Brothers Big Sisters**

# MISSION STATEMENT

## ***Your Lifestyle Communities***

### **Commitment – Mission – Vision – Credo**

Our “**Commitment**” and what we promise. We're committed to being the finest lifestyle community in America. Our focus continues to be 100% total customer satisfaction.

Our “**Mission**” and who we are. Our mission is to provide excellence in communication, housing, finance, service and lifestyle in our community and the customers we serve.

Our “**Vision**” and what we strive for. Our vision is to become the recognized lifestyle community leader while offering the best value and becoming a trusted partner with our customers.

Our “**Credo**” and what we stand for; our core values. It's everything we do and the foundation on which we operate. It's our commitment to our customers. All of our core values are based on what we believe in; and that word is “Trust.”

**T** is our total belief is customer satisfaction in our community.

**R** is our respect for our associates and customers.

**U** is the unlimited co-worker opportunity we offer our associates.

**S** is the superior quality built homes that we offer in our community.

**T** is the total package of quality homes, financing and the wonderful lifestyle community we provide.

# THE GREETING



# SHAKING HANDS



# EMOTIONS, FEELINGS & TRUST





**NO MATTER HOW HARD YOU TRY**

You can't make everyone happy.

You are not pizza.

# TRUE OR FALSE?

***“The Customer is ALWAYS Right!”***

Henry Selfridge, Sr – Selfridges Of London

John Wanamaker – Marketing Pioneer

Marshall Field – Marshall Field Company

# THE CUSTOMER / RESIDENT IS **NOT** ALWAYS RIGHT

***“Sometimes The Best Deal You Make  
Is The One That You Don’t!”*** Ken Corbin



# WHEN TO FIRE A POTENTIAL RESIDENT



# What WE Want

The word "COMMITMENT" is written in a bold, uppercase, sans-serif font using white chalk. The letters are thick and slightly irregular, with visible chalk texture and some smudging. The word is centered horizontally across the frame. The background is a dark, textured surface, possibly a chalkboard or a piece of dark wood, with some faint horizontal lines and a small, light-colored smudge above the letter 'M'.

COMMITMENT



# What **RESIDENTS** Want?



# Let's Take A Peek!



**TOP 5**

# WHAT 2020 RESIDENTS “WANT”



# Happy Lifestyle





**rec-i-proc-i-ty** noun

*“the practice of exchanging things with others for mutual benefit; especially from one to another.”*





# **Ken Corbin Speaker**

***"Poor people have a big TV.  
Rich people have a big library."***


**John Boslin**

# SELLING THE AMERICAN DREAM OF HOME OWNERSHIP

**KEN CORBIN**

**3 TIMES**  
PROFESSIONAL SPEAKER  
OF THE YEAR

**Selling The  
AMERICAN  
DREAM  
of Home Ownership!**



There Have Been **MORE** Homes Sold At Ken's Address ...  
Than **ANY** Other Address **ANYWHERE** In The United States!



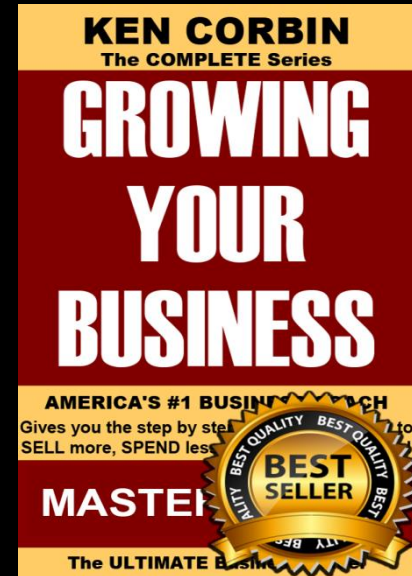
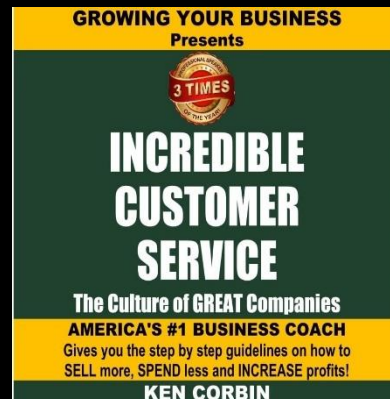
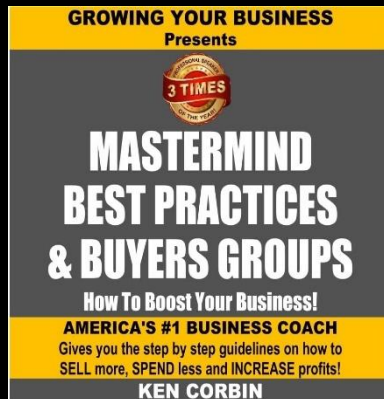
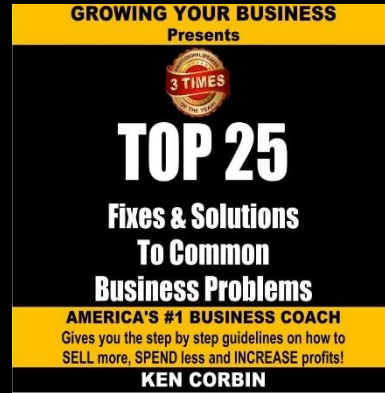
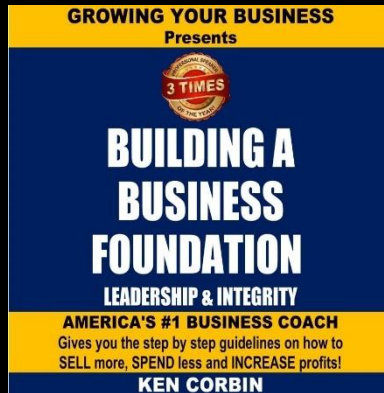
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**\$359**

# WMA WEBINAR

**\$149**

# GROWING YOURS BUSINESS!



# \$159



# WMA WEBINAR

**\$89**







