



O|M

MULTIFAMILY
MARKETING

A FULL SUITE OF PROPERTY MARKETING SERVICES.

YOUR ONE STOP SHOP



COMMUNITY BRANDING

ELEVATING VALUE

I help multifamily owners and small property management companies market their properties without needing to hire a full-time marketing team. From websites, branding and advertising to property photography, Matterport, floor plans and listing optimization, I can handle as much—or as little—of the marketing as you need.

DELIVERABLES

Below is a list of available marketing deliverables for your community. At a minimum, we recommend creating a landing page, 3D floor plans, Matterport tour, professional photography, and virtual staging to ensure strong market presence. For added brand elevation, a custom logo, cohesive branding, and a cinematic video can make a significant impact. The following pages outline each deliverable in more detail.

- **PHOTOGRAPHY FOR EACH FLOOR PLAN**
- **COMMUNITY PHOTOGRAPHY**
- **DRONE PHOTOS**
- **CINEMATIC VIDEO**
- **LIFESTYLE VIDEO**
- **SOCIAL MEDIA REEL**
- **VIRTUAL STAGING OF PHOTOS**
- **MATTERPORT VIRTUAL TOURS**
- **3D FLOOR PLANS**
- **BRAND DEVELOPMENT + BRAND GUIDE**
- **LOGO CREATION**
- **CUSTOM WEBSITE**
- **CUSTOM LANDING PAGE**
- **SOCIAL MEDIA ADVERTISING**
- **SOCIAL MEDIA MANAGEMENT**
- **GOOGLE ADS**
- **ILS OPTIMIZATION**

BRAND DEVELOPMENT + BRAND GUIDE

\$1000

Following a thorough creative research and discovery process, we will develop a comprehensive branding guide. This guide will inform the website design and ensure a cohesive, consistent look and feel across all digital and print assets—resulting in a brand that is recognizable, distinctive, and a true reflection of your community’s values. Includes fonts, colors, voice, language, and a custom brand pattern.

LOGO CREATION

\$500

Our team will take a thoughtful, strategic approach to logo creation by exploring your community’s values, offerings, and key differentiators. We will present a range of logo concepts and collaborate closely with your team through unlimited revisions—refining and evolving the design until we land on a final version that feels aligned, meaningful, and universally loved.



PHOTOGRAPHY

COST PER FLOOR PLAN

\$200 – \$300

We will send out a crew of professional photographers to grab photos of each floor plan. Cost varies by square footage.

COMMUNITY PHOTOGRAPHY

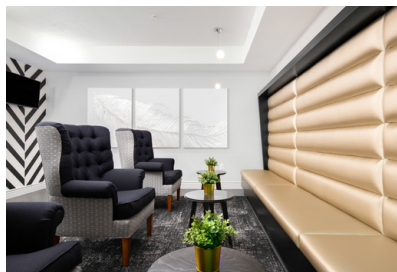
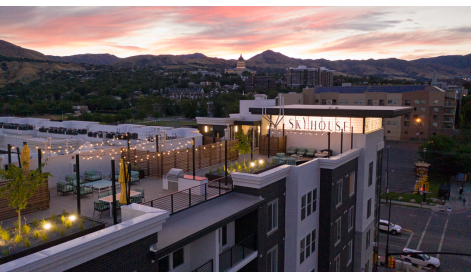
\$400 – \$600

We will send out a crew of professional photographers to grab photos of the interior and exterior of the community. Cost varies by square footage.

DRONE PHOTOS

\$200

Our photography crew will bring their FAA-certified drone pilot to capture panoramic aerial photos of the community.



VIDEOGRAPHY

CINEMATIC VIDEO

\$600

A high-definition cinematic video featuring slow pans, drone fly-throughs, and sweeping flyovers that beautifully capture the essence of the community.

SOCIAL MEDIA VIDEO

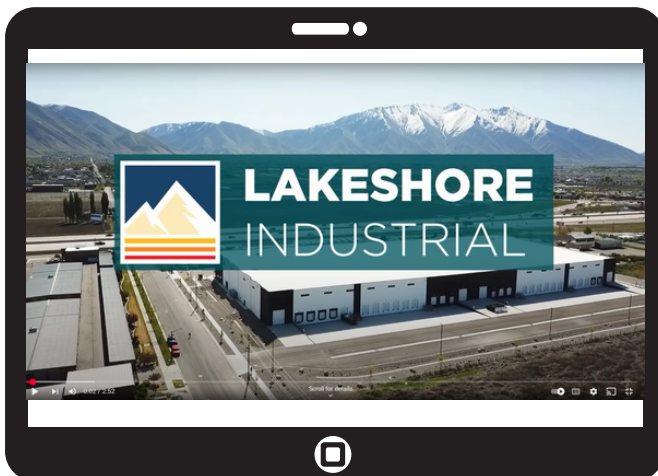
\$400

A social media-optimized video reel designed for high engagement, tailored for platforms like Instagram and Facebook.

LIFESTYLE VIDEO

\$3,500

A lifestyle video with actors featuring a day in the life at your community. Shows your community as well as the surrounding area. Price varies.



VIRTUAL STAGING

COST PER PHOTO

\$50

We offer virtual staging using high-quality, cohesive interior design to digitally furnish and enhance photos of vacant units. This approach beautifully showcases the potential of each space while being significantly more cost-effective than creating a physical model unit. We typically recommend staging 4–5 key photos to provide a strong visual impact for prospective residents.

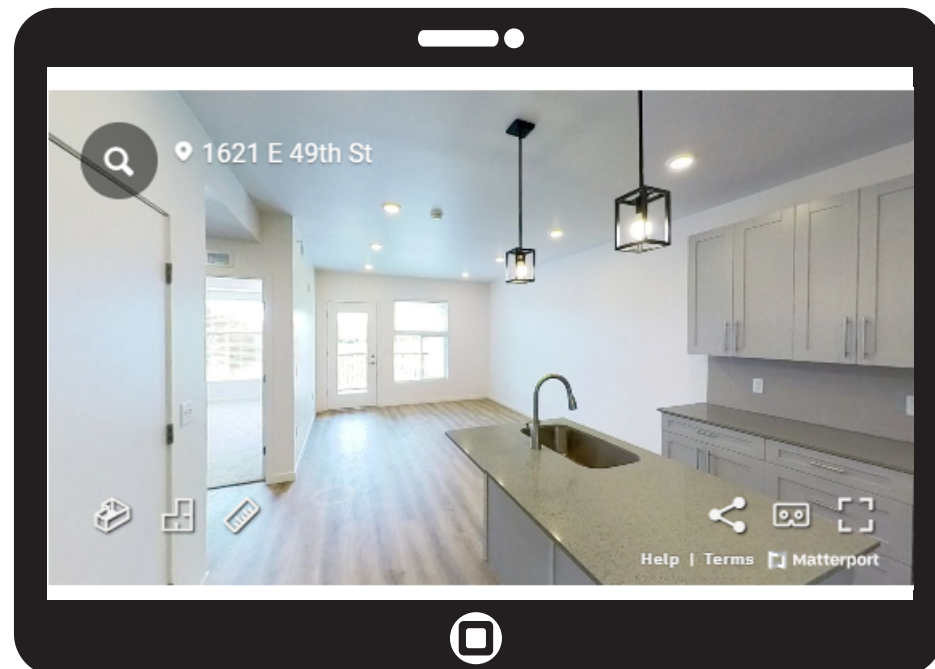


MATTERPORT

COST PER FLOOR PLAN

\$250 - \$300

Our team will create a high-quality Matterport 3D virtual tour, allowing prospective residents to explore units with an immersive, interactive walkthrough experience. This powerful tool helps showcase the layout and flow of the space, making it easier for potential renters to visualize themselves living there—no matter where they are. Price varies by square footage.

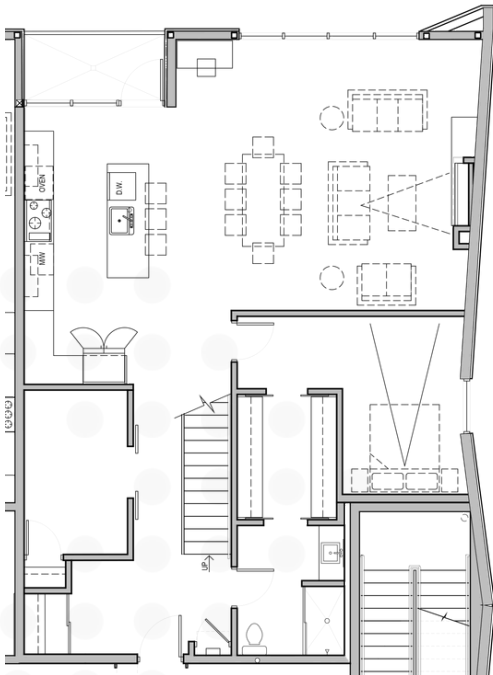


3D FLOOR PLANS

COST PER FLOOR

\$100

We will convert flat 2D floor plans into multidimensional 3D floor plans complete with furniture and finishes. Townhomes would be \$100 per floor.



BRANDING

Brand Development + Brand Guide – Per Community

\$1000

Following a thorough creative research and discovery process, we will develop a comprehensive branding guide for each individual community. This guide will inform the website design and ensure a cohesive, consistent look and feel across all digital and print assets. Includes fonts, colors, and a custom brand pattern

Logo Creation

\$500

Our team will take a thoughtful, strategic approach to logo creation by exploring each communities values, offerings, and key differentiators. We will present a range of logo concepts and collaborate closely with your team through unlimited revisions—refining and evolving the design until we land on a final version that feels aligned, meaningful, and universally loved.

ADVERTISING

Social Media Ads

Reach the right renters where they already spend their time. We create targeted social media campaigns designed to showcase your property, drive traffic, generate qualified leads, and turn views into tours and applications.

\$300/month

Google Ads

Get your property in front of people actively searching for their next home. We build and manage targeted Google Ads campaigns designed to increase visibility, drive high-intent traffic, and generate more qualified leasing leads.

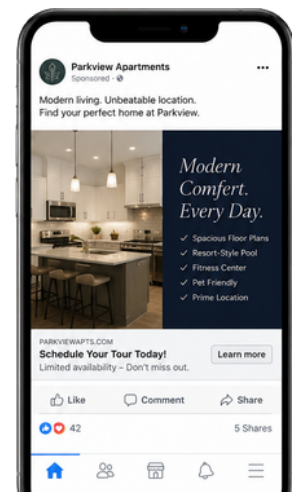
\$500/month

Social Media Management

Keep your properties active, professional, and engaging online without adding another task to your team's plate. From content creation and graphic design to posting and ongoing strategy, we help build a consistent social presence that keeps your properties top of mind.

\$600/month

ALL MONTH TO MONTH CONTRACTS

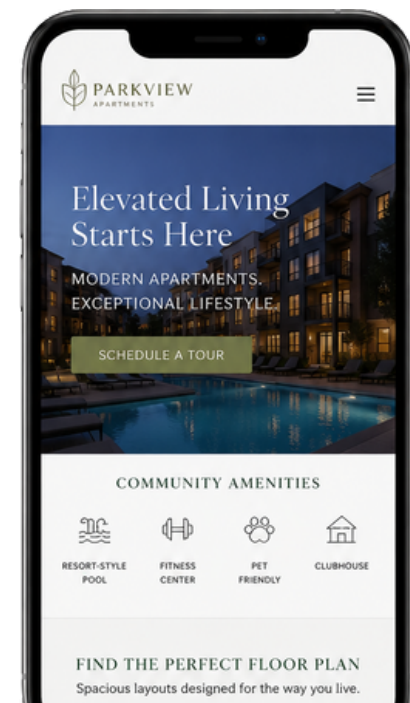


CUSTOM WEBSITE

Cost Per Community

Beautiful, conversion-optimized websites designed specifically for your property or management company. Each site is built with a strong user experience, clear calls to action, basic SEO, and an AI-friendly structure that makes it easier for search engines and AI platforms to understand, crawl, and surface your content.

\$1500

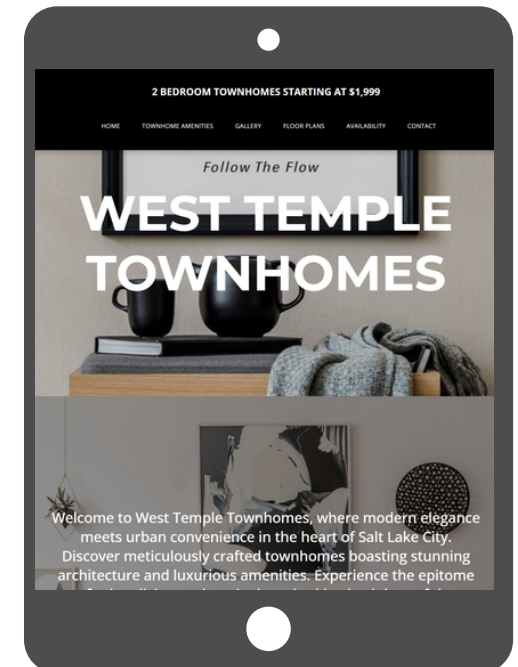


CUSTOM LANDING PAGE

Cost Per Community

\$800

Each community can have its own custom landing page designed to inform and engage prospective residents. These pages will provide answers to common questions, highlight key property features, offer direct contact with the leasing agent, and include interactive elements such as floor plan exploration, photo galleries, and virtual tours—creating a seamless and informative experience from first click to lease. This pairs well with Google and social media advertising campaigns to help your ad dollar go further.



EXAMPLE PRICING

This example is for a community that has 4 floor plans and would like the full package.

PHOTOGRAPHY FOR EACH FLOOR PLAN	\$800
COMMUNITY PHOTOGRAPHY	\$500
DRONE PHOTOS	\$200
CINEMATIC VIDEO	\$600
SOCIAL MEDIA VIDEO	\$400
VIRTUAL STAGING OF 5 PHOTOS	\$250
MATTERPORT FOR 4 FLOOR PLANS	\$1,250
3D FLOOR PLANS FOR 4 FLOOR PLANS	\$500
BRANDING	\$1000
LOGO	\$500
CUSTOM WEBSITE	\$1500

\$6,800

You don't need to hire a marketing department. You just need the right marketing partner.

LET'S GET STARTED

haley@orendamarketing.com

909-653-6473

orendamarketing.com/multifamily