

Your October 2007 Article Selection Is Located on Pages 3-17 • Check Your Order Form for Your Due Date

tool

BUILDING BETTER IDEAS

october '07
www.coxcustommedia.com

easy halloween
celebration
solutions inside!

have you entered
our \$1,000 marketing
material **giveaway?**

resident confessions –
what they really want in their newsletters



october
2007



what's happening?

We have two new features to share with you this month!

Spanish Articles. Throughout this month's *Tool*, you'll notice a new symbol (S) next to some of the articles. This symbol indicates that the article it accompanies is available in Spanish. To order a Spanish article, include the article number on your order form (same as always!), but add a note that you'd like to have the Spanish version.

Archived Content. Have you visited our Web site lately? In addition to checking out our products in full color, you can also find the tips and articles that appear in each issue of your *Tool* magazine. To locate this content, simply log on to our Web site (www.coxcustommedia.com), click on the "Products & Services" link, then on "Tool," and finally on "Tool Tips." If you don't receive *Tool* each month, be sure to visit this link to keep up with all our ideas! We're also archiving our content, so if you missed last month's tip on creative ways to put your newsletter to work, check it out online.

Send your comments and suggestions to feedback@coxcustommedia.com.

your October Content planner

inside this issue

The last quarter of the year is always a challenge. With so many major holidays crammed into three short months, it seems as if there simply isn't enough time to get everything done — and that means "small" things like marketing or newsletter orders can get forgotten. We know you're busy, often too busy to dedicate as much effort as you'd like to marketing and resident retention. However, we also know how valuable this time can be for relationship building and marketing, which is why we've tried to pack as many convenient, time-saving ideas, products, and articles into our October, November, and December issues as possible. From Halloween doorhangers to holiday marketing kits and tons of article topics and ideas in between, we're working hard to make your life just a little bit easier. If you have an idea that would help, please let us know! E-mail us at feedback@coxcustommedia.com.

Sarah Z. Cordell, Editor



what's up this month

Financial Planning Week (1st-7th). Many Financial Planning Associations host educational seminars during this week. Log on to www.financialplanningweek.org to find one in your area, and then alert your residents to its time and location.



National Book Month. If your community offers an on-site library, this month would be a great excuse to advertise that fact! If not, consider contacting your area library about adding your community to its bookmobile route. Then advertise the schedule in your newsletter. It's an easy additional service you can offer your residents!

National Breast Cancer Awareness Month. Adopting a community-wide charity cause is good for everyone. October is National Breast Cancer Awareness Month, and there will be Susan G. Komen Race for the Cure events happening all across the nation. While this is a simple and nationally recognized program, many other worthy observances are happening as well. Find one that fits your community, and start making a difference.

National Crime Prevention Month. Regardless of whether your community suffers from the effects of crime, an active crime prevention program is something you can invest in. Doing so may help prevent your residents from becoming crime victims, and your program can be a great selling point for prospects. Log on to www.ncpc.org for ideas.



Talk About Prescriptions Month. As modern medicine evolves, we find more and more ways to treat common ailments. That means your residents may have medicine cabinets bulging with a variety of prescription and over-the-counter drugs. Unfortunately, this abundance can also lead to dangerous interactions as individuals take multiple pills for different conditions. For ideas on how to educate your residents about these dangers, log on to www.talkaboutrx.org.

Fire Prevention Week (7th-13th). Remind residents that fire prevention is a community-wide undertaking. We've included an article you can pick, but you can make this observance even more important by asking a representative from your local fire department to talk to your residents about fire prevention and awareness.

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11 WANT \$1,000?

Fill out our customer survey and you could win big!

12 PROFESSIONAL MARKETING TOOLS

...great prices!

08 RESIDENTS' SECRET WANTS REVEALED!

14 BOOST YOUR RENEWALS!

Our doorhangers are an affordable, effective, and exciting new way to get your residents to renew their leases!

17 FLYERS

This month's selection of calendar, coloring, and social event flyers.
(Social – 10-07-44 | Calendar – 10-07-45 | Coloring – 10-07-46)

18 REGIONAL HAPPENINGS

Let us do the research! Offer your residents details on a great variety of monthly activities in your area.

Tell us what you think! E-mail us at feedback@coxcustommedia.com, or send a letter to *Tool*, 122 Smith Hines Road, Greenville, SC 29607. Letters may be edited for brevity and clarity.



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 10-07-01 **Halloween Social**

Monster Mash Bash

COMMUNITY NAME wants to celebrate Halloween in style with our residents. Join us for our Monster Mash Bash DATE, PLACE, TIME. Come dressed as your favorite Halloween character or dazzle us with the look of a famous movie star. Get your creative juices flowing because we'll have a prize for the best costume. If you're not dying to dress up, come as you are. Shake your bones to spooky tunes and enjoy deliciously strange snacks as you mingle with your neighbors. You don't want to miss out on this ghastly get-together. Our party will be a real graveyard smash!

*** Order this page as a full-color flyer for your community! Enter code FL-SOC-10 on your order form or call us at 1-888-745-6456. Flyers are \$50 for the first 100, \$7 for each additional \$25.**

10-07-02

Trick-or-Treaters Welcome Article

No Tricks, Please

Although we encourage trick-or-treating at COMMUNITY NAME, we ask that residents remind your children to avoid knocking on doors that do not display our "Trick-or-Treaters Welcome" doorhangers. These doorhangers, which are available free in our office, allow those residents who want to keep their evening private to do so. We want Halloween to be enjoyed by everyone. Thanks for your help!

Trick-or-Treat Safety

A Spook-tacular Evening

Halloween offers the opportunity for a lot of fun, but it can also be an opportunity for a lot of accidents. Fortunately, you can help minimize the chance of accidents befalling your family by keeping a few things in mind:

- **COSTUMES.** Your child's costume should fit well and be flame retardant. Loose-fitting shoes or trailing garments can pose tripping hazards. Consider using makeup instead of masks, which can obstruct vision and hearing. And if the costume includes any fake knives or swords, make sure these items are flexible and not rigid or sharp.
- **WALKING SAFETY.** Children should carry flashlights, stay on sidewalks, and be very careful when crossing the street. Encourage your child to stay with a group at all times. Give your child a curfew — and make sure your little "ghoul" is wearing a watch, as well as carrying change for emergency phone calls.
- **THINGS YOU CAN DO.** Feed your child before trick-or-treating so that he or she will be less likely to snack on the gathered candy before allowing you to inspect it. Keep your door area clear of objects that can be tripped over. Consider keeping any pets away from the excitement, which can cause them to become overly nervous or irritable.

10-07-03

* Check out our full-color football flyer at www.custommedia.com!

10-07-04

Columbus Day Greeting

Day of Discovery

As autumn swings into play, remember Columbus Day on October 8th. Take time to discover the wonders of the changing season and stake claim to crisp autumn days of enjoyment. Embrace the spirit of adventure and explore aspects of our area that you may not have had the chance to enjoy.

Patio/Balcony Decorating Contest

Show Off Your Spirit!

Forget lions and tigers and bears; we want ghosts and goblins and ghouls! We're asking you, the residents of COMMUNITY NAME, to show off your Halloween spirit by participating in our patio-decorating contest. Pull out your jack-o'-lanterns, and find a good broom to help sweep away the competition. Contest judging will be held on DATE, and the winners will be announced on DATE. The most spirited resident will receive PRIZE, so don't hesitate to show off your monstrous talent! We can't wait to see the creativity of our residents as you put our community on *terrific* display!

10-07-05

Monday Night Football Party

Are You Ready for Some Football? *

Money Night Football is in full swing. Join your friends and neighbors for the rest of the season, and cheer on your favorite team DATE, PLACE, TIME. You bring the beverages, and we'll provide FOOD ITEMS. Watch your team rush its way to victory while you enjoy the excitement!

10-07-06

halloween celebration solutions!

Halloween means plenty of opportunities for fun, with marketing and community-building events. Here are a few of our ideas:

Dress-Up Drop-In:

Combine your Halloween party with an open house. Encourage residents to bring guests by running a referral promotion, and post flyers advertising your event at area restaurants, coffee shops, gyms, Laundromats, and other places of business.

Pumpkin Patch Party:

Throw a party for the kids and take photos of them posing behind the **die-cut Halloween indoor banner** featured on the back cover. Use the photos to create a "pumpkin patch" display in your leasing area. You'll increase the amount of resident traffic through your leasing area (great for relationship building and touching base with renewals) and emphasize your resident family to prospects.

Devilishly Delightful Decorations:

Some of your residents will decorate their homes for the season regardless, but you can encourage everyone to get involved by hosting a patio- and balcony-decorating contest. Make sure your winner is rewarded in several ways: recognition (mention in your newsletter or a simple sign he or she can post on the door or balcony) and something tangible, such as a gift certificate to a local restaurant.

Create a Campaign With Your Marketing Materials

Cox CustomMedia is more than just a newsletter company. We also produce flyers, outdoor banners, posters, indoor banners, and more. Creating a consistent, quality marketing campaign for your community has never been easier, because at Cox CustomMedia —

We do that!



10-07-07 **Advantages of Renting** **Only What You Love**

When the honeymoon's over, many homeowners begin experiencing a love/hate relationship with their purchase, but after an apartment renter says "I do," the honeymoon lasts forever.

- While homeowners and renters both love the beauty of a landscaped yard, homeowners must mow the lawn, plant shrubbery, and rake leaves. As a renter, you enjoy wonderfully landscaped surroundings in which to picnic or walk without ever lifting a finger because COMMUNITY NAME provides you with your very own grounds crew.
- While homeowners and renters both love the convenience of appliances, homeowners must invest time and money in appliance repair if something goes awry. As a renter at COMMUNITY NAME, your appliances, as well as many other items, are repaired by a professional maintenance staff.
- Homeowners enjoy hanging out by the pool just like renters do, but after the expense of buying a home, such amenities are often out of financial reach. As a renter, you enjoy this and many other activities for free and, best of all, you enjoy them right in your own backyard!

10-07-08

Welcome/Thank You

Our Thanks

New residents of COMMUNITY NAME, we're excited to welcome you to our community. We're sure that you'll find great friends and neighbors to ease the transition to your new home.

To those residents who have renewed their leases with us, thank you for your steadfastness. We're glad you've chosen to call COMMUNITY NAME home, and we look forward to another great year working together.

10-07-09

Lease Renewal

Fall for Us All Over Again

As you look around our property, taking in the beauty of our fall landscape, we hope you'll also take a minute to appreciate the many amenities, services, and benefits of living available at COMMUNITY NAME. We know why we fell for you — you're a good resident. Add up the many reasons you chose to call our community home, and fall for us all over again. If your lease is up for renewal, please stop by our office to sign up for another year of worry-free living at our community.

10-07-10

Referral

Talk Away

If you're thinking that you'd like a wonderful surprise this month, then simply talk away! Tell your friends, family, and coworkers about what a great place you've found at COMMUNITY NAME. If one of your referrals mentions your name when he or she signs a lease, you'll win PRIZE!

10-07-11

New Hire

Improving the Mix

At COMMUNITY NAME, we understand that the mix of people serving the needs of our residents is important. We have demanding standards; we are always trying to improve a team that many already consider to be the best. We seek out individuals who are both highly skilled and dedicated to providing exceptional customer service, and we think our newest addition will really add some zest to COMMUNITY NAME. NAME joins us as our POSITION. We are certain that this new team member will help us raise the standard of service we already provide — no mean feat, but we are confident in NAME's abilities. We hope you enjoy the addition NAME makes to our community.

Put your residents to work...

An Outstanding Opportunity

COMMUNITY NAME has a business proposition for you — one that requires no investment and no risk, just big returns. (And yes, it's perfectly legal.) We're speaking of our community's referral program. If you refer a friend or relative to COMMUNITY NAME, we'll give you a check when he or she signs a lease and moves in. This is a business deal too good to pass up, so be sure to spread the word about what a great place COMMUNITY NAME is to call home!

Increasing your occupancy levels, that is!

Simply remind them of your community's referral program with the CCM Referral Flyer.

 **\$45 for the first 100, only \$7 for each additional 25**

See your order form or call us at 1-888-745-6456.



Start planning now for the holidays!

Choose one of our popular designs from years past, or keep an eye out for all-new designs in 2007!



**CARDS | FLYERS | BANNERS | DOORHANGERS
MORE GREAT PRODUCTS JUST FOR YOU!**

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10-07-12 **Flu Shots** 

Shoot Down the Flu

Don't suffer with a fever, chills, and body aches; get a flu shot this month. Influenza is a highly contagious viral illness, and while the shot isn't 100% effective for everyone, it can reduce the severity of the illness and reduce the risk of complications. Don't worry; you can't get the flu from the vaccine, as it's made with inactive viruses. However, it does take time for your body to build up antibodies, so don't delay. Side effects can include soreness, redness, or swelling at the site of the shot. Those with an allergy to eggs, Guillain-Barré syndrome, or a previous negative reaction to the flu shot should not receive the vaccine.



10-07-13

Birthday Greeting

It's No Mystery

The team at COMMUNITY NAME won't have to enlist the aid of famed *Murder, She Wrote* star Angela Lansbury, whose birthday is on the 16th, to find our October birthday celebrants! In fact, our birthday boys and girls are in the limelight this month with lots of star-powered company. Julie Andrews, Charlton Heston, Pat Sajak, and Bill Gates are just a few of the notables celebrating a birthday this month! Of course, we find our own October birthday boys and girls just as spectacular, which is why we hope everyone will join us in wishing a very merry birthday to LIST NAMES.

10-07-14

Decoration

Fall Flair

If you like to show a seasonal theme in your decorating, then you are probably noticing that it's time to take down the sunflowers and put away the travel posters. Find more subdued items for a fall feel. You might replace the bright string of chili peppers in the kitchen with ears of Indian corn. A decorative bowl of fruit will switch out nicely with a basket of scented pine cones or a cornucopia. You may want to change fancy floral picture frames with woodsy, rustic varieties. Now sit back and relax in your "new" home.

october | policies articles

10-07-16 **Decoration Cautions**

Bizarre Beautification

During this ghastly season of witches, ghosts, and goblins, remember to consider your neighbors when decorating your porches, doors, or hallway entrances. Please be careful not to decorate in a way that could cause accidents. For example, avoid placing items where others may trip on them or hanging items that may easily fall. We love to see your creative Halloween décor, but please remember to remove it no later than one week after the holiday is over. COMMUNITY NAME thanks you for being such responsible residents with your October ornamentation.



10-07-17

Check Heaters

Shivers Down Your Spine

...could mean one of two things: you're scared or your heat isn't working properly. If the latter of these two is the cause, please contact our maintenance department immediately. We don't want any of our residents to suffer because of a malfunctioning unit.

10-07-18

Car Alarms

Don't Sound the Alarm!

We ask that any residents with vehicles equipped with alarm systems to please notify our office. While alarms serve as excellent safety devices, when they are set off it is often difficult — and sometimes impossible — to locate the owner. Thanks for helping us preserve the peaceful atmosphere at our community!

10-07-15

Closet Organization Tips**Clearing the Clutter**

If you opened your closet only to be nearly knocked off your feet by the clutter that fell out, it might be time to do some reorganizing.

The first thing you might want to do is go to a home improvement store and look at the variety of closet organizers available. You can get bins, racks, shelves, hooks, and rods to help customize your closet. Your next step is to figure out the arrangement of these items that will best suit your needs. Then go through your closet to figure out what's worth keeping and what isn't. You might want to sit down with three bags: a throwaway bag, a keep bag, and a giveaway bag. Once you've sorted your belongings, dispose of the two accordingly and sit down with the keep bag to organize. You can choose to organize by style, type, or season — just be sure you have a system you can stick by. Once you've gotten rid of the excess and returned everything to your closet in the order that you like, you will probably have lots of room left over for more new stuff!

10-07-19

Rent Reminder**Our Way of Reminding You**

We thought about renting a billboard to remind you, but that was too expensive. We considered making flyers and putting them on your cars at night, but our staff members need their sleep. We even pondered the idea of following you to the bank, but that's a little too extreme. Finally, we decided that our newsletter would be the perfect (and the most subtle) way of reminding you that rent is due on the DATE of every month and is considered late on the DATE. Now our job is done.

what your residents want in their newsletter

Putting together this magazine each month is a bit of an adventure. We look for article topics that are seasonally appropriate, industry appropriate, and fun to read. To make sure that we're on the right track, for the past several years we've asked readers of our Classic newsletter to share ideas about their newsletter. Since many of our customers use *Tool* as an inspiration source, we thought you might benefit from seeing some of the suggestions we received.

 **Personal news items about residents.** Don't feel limited to the birthday greetings we regularly feature. Graduations, birth announcements, promotions, even new pets can all be announced in the newsletter and are great for fostering relationships. Worried about getting the info? Make it easy! Set up a designated e-mail address or drop box where residents can submit their updates.

 **Local events.** Your residents want to know what's going on in your town. Our Regional Happenings are a great starting point, but if you want to elaborate on these events, check out your city's convention and visitors' bureau Web site. These organizations typically feature a calendar that lists many different types of events.

 **Ways to save money.** In our age of increased energy and transportation costs, more people than ever are interested in ways to stretch each and every dollar. We often include energy- and money-saving tip articles, but you can also include sections on the public transportation in your area or the opening of a new discount store.

 **Tips for furnishing and decorating an apartment.** You naturally have some rules and regulations that keep your units in nice shape. However well-intentioned these guidelines are, residents often struggle with the restrictions they place on their sense of style. Decorating suggestions that fit within your community's policies can help residents create a home without unnecessarily damaging your units.

 **Pet care advice.** Families include all kinds of creatures, and helping residents care for their four-legged family members can help keep these smaller residents healthy, happy, and well-behaved (always appreciated!).

 **Planned community changes or improvements.** If an often-used shortcut will be closed for resurfacing or any community improvement is planned, let residents know about it early, and remind them often. Doing so alerts them to any inconvenience, allows you to highlight its temporary nature, and provides a marketing opportunity to focus on your efforts to keep your community in great shape for your residents.



10-07-20 Preventive Maintenance: Laundry Laundry Hints

The team at COMMUNITY NAME is bubbling over with a desire to help our residents save money. Keep the following tips in mind when doing laundry to save on water and energy costs.

- Separate heavier clothes (towels, heavy cottons) from lightweight fabrics (synthetics) for more efficient drying.
- Use warm or cold water for washing clothes, and always rinse in cold water.
- Wash and dry FULL loads only.
- Clean the lint filter before each use of the dryer. (A clogged filter makes the dryer work harder and use more energy, which, in turn, costs more money.)
- Don't interrupt the drying cycle to add wet clothes.
- Don't over-dry clothes, as this wastes energy and can harm fabrics.

10-07-21

Fire Prevention Week

Let's Do Our Part for Safety

At COMMUNITY NAME, we know that fire prevention is a group effort. In observance of Fire Prevention Week, October 7th-13th, please do your part to ensure the well-being of your household as well as that of your neighbors by taking the following steps:

- Check smoke detectors regularly.
- Keep matches away from sources of heat.
- Make sure all irons and other appliances are unplugged when not in use.
- Make "no smoking in bed" a rule in your apartment and firmly enforce it.
- Do not use appliances with frayed cords or loose prongs.
- Know where the fire extinguisher is and how to operate it.

10-07-22

Crime Prevention

The Greatest Defense

Common sense is often the best defense against crime, so in honor of National Crime Prevention Month, COMMUNITY NAME offers these common-sense tips to help you reduce your risk of becoming a victim of crime:

- When returning home, check your surroundings. If you observe a stranger or anything that makes you uncomfortable, don't enter your home. Go to the office or a public place and report your suspicions.
- Never rely on the chain guard on your door. Use the peephole to identify your visitor.
- If someone claims to have a package for you or says he or she is from a utility company, ask for identification and then verify its authenticity.
- If a stranger comes to your door saying he or she is in need of help, don't open the door. Offer to call the police or an ambulance.

10-07-23

Renters Insurance – Feel Assured; Get Insured

The team at COMMUNITY NAME encourages all of you, our residents, to purchase renters insurance so that you are protected from severe financial loss in the event of fire, flood, or theft. If you do not have renters insurance, you may not realize that the premiums for protecting your valuables are reasonable. Stop by the office to pick up a packet containing information that explains the advantages of having renters insurance, as well as some of the options available. If you decide to purchase renters insurance — and we hope that you do — we'll give

you the name of an agent who can explain your alternatives at length. For those of you who do have renters insurance, you've already taken the biggest step in securing your belongings. Please don't forget, however, that you should keep a list or videotape of your belongings in a safe place outside of your home. Also, remember to report any insurance claims promptly to ensure proper coverage.

Of course, we hope that you never have to face the ordeal of fire, flood, or theft, but in the event that you do, we know that the impact of the situation will be lessened if you're covered!

Not sure how to say it? Send us the details, and our writing team will create an article for you. We don't mind putting words in your mouth!

write on track

10-07-24 Sleep Tips

A Good Night's Sleep

It's been shown that sleepless nights have a tendency to become more frequent as we age; studies show that 30 percent or more of the elderly population have difficulty getting to sleep or staying asleep through the night. But that does not mean a good night's sleep is forever beyond your grasp.

Many things can cause a sleepless night. The pain of illness and the medication used to treat that illness can both be robbing you of your restful hours. Some drugs prescribed for high blood pressure, heart problems, and depression often cause sleeplessness. Plus, some over-the-counter drugs contain caffeine or other stimulants that make sleep elusive. Your everyday, run-of-the-mill stress can also lead to nights of tossing and turning. Here is the good news: there are things you can do to combat your sleep roadblocks.

- Reduce your anxiety about getting to sleep and the sandman just might sneak up on you. Meditation, massage, or relaxation techniques are great for achieving a calm state that is inviting to sleep.
- Exercise your way to sleep. If possible, exercise at least three times a week for about 30 minutes each time.
- Avoid or cut back on caffeine, alcohol, and smoking, especially in the evening.
- Prepare your sleeping area in a way that invites sleep. For example, turn off the phone, close the shades or blinds, and wear earplugs if necessary.
- Get up and go to bed at the same time each day; this will set your internal clock.
- Read before you go to bed. Television might overstimulate you, but reading can tire your eyes and cause you to feel sleepy.
- Speak with your physician. If you are taking a prescription that interferes with your sleep patterns, your doctor might be able to adjust your medication, or he or she might prescribe something specifically for sleeping.

Sleeplessness can be a problem if it interferes with your day-to-day routine. If this is happening to you, it's time to seek medical advice.



10-07-25

Medication Safety

Managing Your Medicines

As you age and become more susceptible to age-related disorders, it's not uncommon to find yourself taking many prescriptions to treat a variety of ailments. With these added medications comes added responsibility. Here are some tips to help you effectively manage your prescriptions:

- Discuss new medications with your doctor. In addition to letting your physician know about each drug and supplement (including vitamins) that you take, you should find out as much about your new prescription as possible. What is it treating? How exactly are you supposed to take it? What benefit is the drug helping you achieve? What are possible side effects? The answers to these questions can help you protect your health and determine the drug's effectiveness.
- Ask about the dose. As we age and our metabolism slows down, more of a drug may be absorbed than necessary, and as digestive, kidney, and liver functions decrease due to age or illness, the body may have a harder time getting rid of the medication.
- Don't forget to mention all your medications to your dentist. He or she might use substances — painkillers, for example — that could conflict with your current prescriptions.

You Want Some More?

Cox CustomMedia also produces a monthly Senior Living book that features:

- **nostalgia articles.**
- **senior health articles.**
- **puzzles and jokes.**
- **recipes.**
- **and more great senior-oriented articles!**

Call us today at 1-800-245-1666 to get your copy!

Senior Living
Idea Book



Only a penny for
your thoughts?

\$1,000?!

What about 1,000?!

We're once again polling our customers for your likes, dislikes, preferences, ideas, and anything else you think is worth sharing! This year, one fortunate, opinionated person will win a marketing makeover for his or her community, valued at \$1,000! Check your order form for this year's survey, and be sure to return it with your order.

Your materials could include:



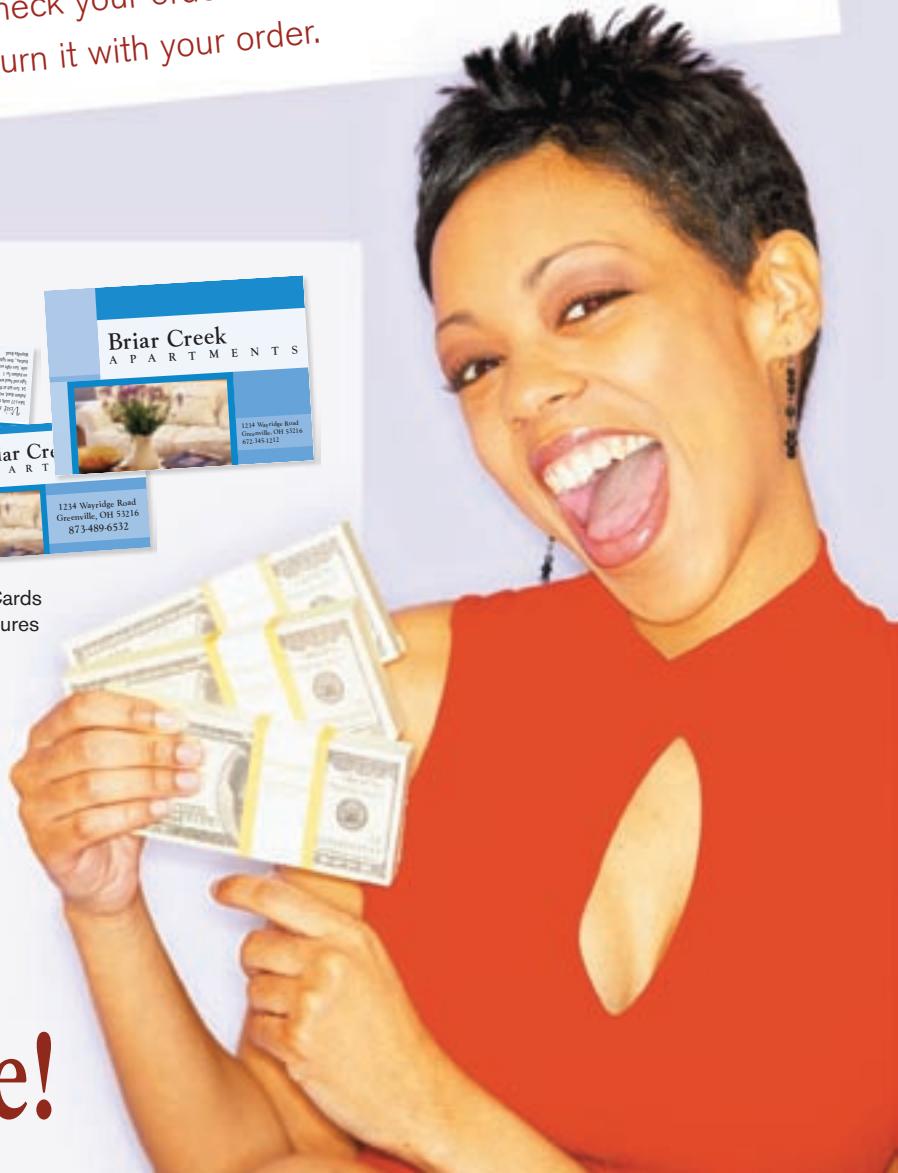
1,000 Brochures
1,000 Doorhangers



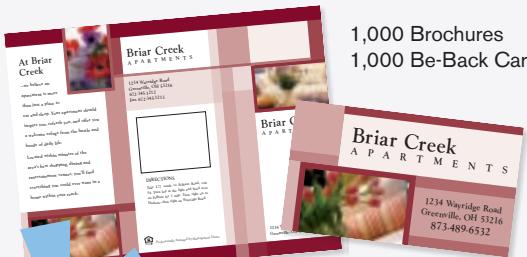
or



1,000 Be-Back Cards
1,000 Mini Brochures
1,000 Postcards



or



1,000 Brochures
1,000 Be-Back Cards

You decide!

Market your community!

BROCHURES

MINI BROCHURES

These full-color brochures are professionally designed and printed so they look great – and they make your community look great as well!

8.5"x11" trifold

\$629 per 1,000



11"x17" trifold

\$1,245 per 1,000



GEN-BR-BL



GEN-BR-LN



GEN-MBR-LN

3.5"x4" flat, 3.5"x2" folded

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GEN-MBR-BL

BE-BACK CARDS

Sometimes people need a little help making a big decision. These be-back cards can be customized to reflect the incentives your team is offering.



3.5"x2"

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GEN-BBC-BL

GEN-BBC-LN

Brochures and collateral items are offered in four color palettes –



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Green

POSTCARDS

Postcards can be mass-mailed to increase the traffic that visits your community.



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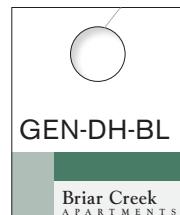
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Sure to get noticed, these doorhangers are great for emphasizing a specific message.



To order, see page 2 of your order form, or call Cox CustomMedia today at **1-888-745-6456.**



10-07-26 **Improving Creativity**

Get Your Juices Flowing

Have you ever noticed how the daily grind can really dry up your creative juices? While your morning coffee might perk up your awareness, your creative soul is still slumbering away, cozily tucked away in hibernation. What you need is some mental java, something that will jolt your muse into activity.

After all, that deadline isn't getting any farther off. But how can you stimulate creativity? It's either there or it isn't, right?

Maybe. But you can definitely take steps to encourage its presence. First off, carry a notebook with you. That way, you'll always have someplace to write down the great ideas that pop into your head at the most inconvenient times, usually when you don't have a pen and paper handy.

Vary your routine. It could be as simple as orange juice instead of coffee with breakfast or a different route to work; stepping off the beaten path can sometimes afford views of great ideas just waiting to be used.

Don't disregard your coworkers. A good brainstorming session can create myriad ideas. Some of them might well be zany, but sometimes even zany ideas have useful elements to them.

10-07-27

Healthy Office

The Office Germs

Where will you find the most germs at the office? If you think it's in the bathroom, you're a bit off. A study by the University of Arizona found that the top five popular spots where germs hang out are on telephones, desks, water fountain handles, microwave door handles, and computer keyboards. All those come ahead of bathrooms? Yes. Toilets consistently ranked last of the 12 surfaces studied, leaving desks with 400 times more bacteria than a toilet seat.

You say it can't be so? Think about what you do at your desk each day. You eat there when you can't take a real lunch break, put your feet up when you're brainstorming, lay your head down when faced with a daunting task, cough and sneeze when you're suffering from an allergy or cold. Do you use a disinfectant to wipe down the surfaces when you're all done? Probably not, but maybe you should.

Cleaning your desk may be the equivalent of washing your hands (another thing a lot of people don't do); it's a good way to keep germs away and cut the risk of illness. As we move into the cold and flu season, try to be more conscientious about your workspace — you just might save yourself from a sneezing fit or two.

10-07-28

No Space Heaters

The Battle of the Temperature

It can be difficult, if not impossible, to find a temperature everyone in the office can agree on. But the one thing we must agree on is that space heaters can be dangerous. When they are left unattended in a less-than-ideal location, such as the enclosed area under a desk, a fire can start, and nobody wants that to happen. Rather than take a chance that an accident might occur, we request that space heaters not be used in BUILDING NAME. We really appreciate your cooperation.

10-07-29

Cafeteria Available

What Will It Be for Lunch?

A salad? Soup and a sandwich? Or how about a burger or pizza? No matter what you're craving, you'll probably find it at the BUILDING NAME cafeteria. We offer a wide range of foods to please everyone. Best of all, we're just a few steps away, so you don't have to spend half your lunch hour fighting traffic. We're open for lunch from HOURS, and you can even come in early and eat breakfast with us from HOURS.

Boost your renewal efforts with Cox CustomMedia's doorhangers!

what's on your horizon?



We hope it's another season of enjoying the **comforts and services** of your home. Your lease is set to expire in **90 days**, but if you want to continue enjoying this hassle-free living experience, just call our office about **renewing** your lease.

cash in on a bright future!



Renew your lease before it expires in the next **60** days, and you could save yourself **more than \$2,000** on moving costs! Just add it up: packing, \$100 (boxes, shelf paper, and other moving supplies); hiring movers, \$1,300; and transferring your utilities, \$150. That's \$1,550! Factor in application fees, any pet deposits, first month's rent, a security deposit, and other miscellaneous expenses, you can plan to add another \$800 or more.

Renewing today is **money in your pocket**, so call our office!

30 days and counting!



The countdown has started — you have only **30 days** to renew your lease to make sure you continue to **enjoy hassle-free living** at our community! Call our office to set up your renewal appointment so you can **reset the clock** and **relax** for another year of convenience and service here with us.

are you too late?



Not ready to say good-bye to the conveniences our community provides? Then **call our office today** about renewing your lease **before it's too late!**

Reverse Panel Customization Options

- option 1) Put convenience on cruise control — renew your lease at COMMUNITY NAME today!
- option 2) The COMMUNITY NAME team wants you to stay! Renew your lease by DATE and receive PRIZE/INCENTIVE.
- option 3) Skip the speed bumps. Call our office at NUMBER to set up your renewal appointment, and enjoy smooth sailing at COMMUNITY NAME.

Reverse Panel Customization Options

- option 1) Make your piggy bank happy — renew your lease by DATE and receive PRIZE/INCENTIVE!
- option 2) The future's so bright at COMMUNITY NAME, you'll need shades all year long. Call us at NUMBER to reserve your spot in the sun!
- option 3) Another year at COMMUNITY NAME just makes *cents*. Renew your lease today!

Reverse Panel Customization Options

- option 1) Time is running out! Call our office today at NUMBER to set up your renewal appointment.
- option 2) Your deadline is looming. Call the COMMUNITY NAME office before DATE to renew your lease, and you'll receive PRIZE/INCENTIVE.
- option 3) The days are counting down — don't say good-bye to the convenience of life at COMMUNITY NAME! Renew your lease today!

Reverse Panel Customization Options

- option 1) Time is almost up! Stop by our office today to sign up for another year of convenience and service at COMMUNITY NAME.
- option 2) Reset the clock! Call us today at NUMBER to sign up for another 365 days of hassle-free living at COMMUNITY NAME.
- option 3) The clock is ticking... renew your lease by DATE and receive PRIZE/INCENTIVE!



These eye-catching doorhangers offer you four opportunities to communicate with your renewing residents. You can use our professional products as-is, or you can choose to customize the reverse panel with your community information. Our doorhangers are affordable, effective, and a great way to get your residents to renew their leases!

To receive 200 noncustomized renewal doorhangers (50 of each) for only \$60, add code DH-RENEW-K to your order form.

To receive 200 customized renewal doorhangers (50 of each) for only \$130, add code DH-RENEW-KC, along with your customization option and custom details, to your order form.

See page 2 of your order form to place your renewal doorhanger order!

10-07-30 **Fall Home Preparation**

Are You Ready for Winter?

Although winter weather is still a little ways off, homeowners need to prepare now. Getting your house and yard ready for Mother Nature's harsher season will reduce the risk of damage to your home.

HEAT EFFICIENCY

- Ensure that your heating unit is working to full capacity by checking the filter, and make sure that your thermostat and pilot light are functioning properly.
- If you have a chimney, check inside for animals, leaves, and debris.
- Remove all window unit air conditioners.
- Check doors and windows to see if they need caulking. Cold air entering the home really adds to your heating bill.

PLUMBING

- Familiarize yourself with the plumbing. Know how to shut off the water if needed, and learn where all pipes are located.
- Disconnect all water hoses, and store them for the season. Also, turn off the water supply to outdoor faucets to protect against extreme temperatures.
- Make sure that all exposed pipes are properly insulated.



OUTDOORS

- Clean the gutters. If water backs up and temperatures fall below freezing, the standing water will cause the gutters to expand and crack.
- Wash and store or cover outdoor patio furniture — and don't forget to bring in potted plants.
- If the mulch in your flowerbeds is thin, add a layer to protect plant roots from cold temperatures.
- Trim trees and remove dead branches that may fall under the strain of snow, ice, and wind.
- Repair loose stairs, handrails, and banisters. When covered in snow or ice, they become even more fragile and dangerous to walk on.
- Check the roof for missing or loose shingles, and replace them.

10-07-31

Winter Shelter for Pets

Snug and Cozy

You and your family are ready for winter's chill, but what about your outdoor pet? Just because a dog has a fur coat doesn't mean it won't feel winter's bite.

To help protect your furry friend, make sure shelter is available. The doghouse should be elevated to prevent moisture from getting in, and it should have some kind of door to prevent winter winds from stealing heat. Keep the bedding clean and dry, and make sure your pet has access to unfrozen water.

Also, remember that antifreeze, which is often used during cold months, can be deadly to animals. If you see any leaks from your car, clean them up immediately.

10-07-32

Heat Tape Safety Tips

Frozen Pipes or Fire?

You don't have to choose the lesser of these two evils. You can have your cake and eat it too; you just need to exercise a little caution when using heat tape on your outside water pipes.

- Check your heat tape every year for signs of wear. Make sure the tape has been tested by a reputable source, and plug it in to a GFCI (ground fault circuit interrupter) receptacle.
- Be careful of how you use insulation with heat tape, as some insulation is flammable.
- Don't wrap heat tape over itself.

Don't Stop Here!

You'll find lots of other great articles throughout our magazine that you can use. Check out these topics, and then turn to our index on page 2 to see all the great topics available.

- Trick-or-Treat Safety • Flu Shots
- Closet Organization Tips • Medication Safety



10-07-33

Home Safety Advice**Keeping It Simple**

While a home alarm system provides added protection for your family, don't forget a few common-sense measures:

- Lock doors and windows, even when you're at home.
- Never hide a spare key outdoors. Instead, let a nearby family member or trusted neighbor hold on to one.
- Keep curtains and blinds open when you leave.
- Never leave a message on your answering machine saying you're away.
- Put timers on several lamps, and stop newspaper and mail services before you leave town.
- Keep an eye on your neighbors' homes, and have them do the same.

Pick Up and Dispose of Yard Debris**Don't Leave Your Leaves Behind!**

With autumn here, many of you will be working to keep your yards free from the debris that Mother Nature bestows on us. The team at COMMUNITY NAME reminds you that we have a pickup service that will save you from having to carry off loads of lawn waste. Simply bag up your leaves, twigs, and other yard trash, place the bags along the front edge of your front yard, and our service team will pick them up on DAYS.

Please remember that this pickup is not a regular trash pickup, so do not mix trash bags with or put trash inside your lawn waste bags. Also, set out your lawn waste bags only on pickup days.

10-07-34

10-07-35 Tips for Latchkey Kids**Helpful Hints for Kids Home Alone**

If your children return to an empty home after school, there are ways to help them (and you!) feel safe and secure during the time alone.

According to *Safe and Sound: A Parents' Guide to the Care of Children Home Alone* by Trudy K. Dana, two fears stand out among children who are home alone, and dealing with their fears can greatly increase your children's sense of well-being. First, children fear a knock at the door, especially when they are unsure of how to respond. Establish a rule that they are never to open the door under any circumstances, and make sure they know how to properly lock the door once they are inside. Secondly, children fear being locked out of their homes. Tie house keys on pieces of string and be sure that each child wears one underneath his or her shirt so that it is not visible. Never hide a key for your children; someone else may find it first. Basic preparation can create a safe home for your children to come home to and make you both feel more secure until you are home safe and sound.

10-07-36

Community-Wide Cleanup**Spreading a Little Sunshine**

We're having a Community Cleanup Day here at COMMUNITY NAME. Take pride in your community and join us PLACE, DATE, TIME to help spread a little sun and get our place in tiptop shape. We'll bring the cleaning supplies; you provide the power behind the polish. Before long, our community will shine for all of CITY to see. When our project is over, we'll supply some refreshing sodas for all our hard-working helpers. With your help, we can make our community look its best!

10-07-37

How to Watch for and Report a Crime**Be Alert**

As a resident of COMMUNITY NAME, you are an important player in protecting the well-being of your neighbors. If you see a stranger on our property or notice suspicious situations or behavior, call the police immediately. Make sure you tell the police the following things:

- The nature and location of the suspicious circumstances.
- The color, make, and model of any automobile you can connect to the situation.
- Distinguishing features of the stranger(s), such as height and weight or the appearance of scars or other unusual features.

october | looking ahead & services articles

10-07-38

Early Bird Contest

Early Birds on the Move

Don't sleep through your chance at a quick, easy-to-get prize! You could be the winner of PRIZE just by paying your rent on or before the 1st of the month. It's simple, but you'll have to be up with the birds to enter this Early Bird Drawing. Congratulations to last month's winner, NAME.

10-07-39

Early Bird Coupon

Early Birds on the Move

Article number 10-07-38 will appear as a coupon.

10-07-40

Quality Building Materials

The Finishing Touches

The team at COMMUNITY NAME knows that your home is your castle, which is why we used high-quality materials when building your home. You may have noticed the special touches we added, such as LIST MATERIALS. So whether you're showing off your home or letting your home show off your belongings, you know you're making the best of impressions!

10-07-41

Service & Amenity Highlight

Serving Up the Good Stuff

We've got a world of "good stuff" for you to enjoy as a resident of COMMUNITY NAME. For instance, we have AMENITY, which everyone loves, and the convenience of SERVICE. There's a whole lot more too! Call our resident services center to get a full list of all the resident features waiting for you!

10-07-42

Looking Ahead: November

Let Us Give Thanks

In 1621, Governor William Bradford declared a day of thanksgiving. He and his fellow pilgrims had survived their first year in Plymouth Colony, and it was time to pause to give thanks for their good fortune. Today we, too, celebrate the early efforts of the settlers.

Their toil and determination transformed a rugged wilderness into a strong nation. Thanks to their perseverance, we live in a land of plenty and enjoy countless freedoms — the perfect backdrop for Thanksgiving. On November 22nd, as you gather with friends and family to enjoy a delicious meal, take a few moments to reflect upon Thanksgivings of the past and the many people and things for which we can all be thankful.

10-07-43

Looking Ahead: December

Season's Greetings

Holidays are a time for rejoicing, and during this time of year, nearly everyone has something to celebrate. So whether you're observing Kwanzaa, Hanukkah, Christmas, or are holding out for the New Year, we at COMMUNITY NAME would like to wish you the very best for the season. Each of these celebrations gives everyone an opportunity to reflect on the past year and the dawning of the new one. We hope you all have a wonderful holiday.



Need a Flyer?

Choose from one of our predesigned selections here, or call us at **1-888-745-6456** to ask about our flyer program.

looking for local events?



regional happenings

If you would like to receive regional happenings with your calendar, please write the number of your city from the following list on your order form.

AZ: Phoenix	01	MO: Kansas City	18
CA: Los Angeles/ Orange County	02	MO: St. Louis	19
CA: Sacramento	03	NY: New York City.....	20
CA: San Diego.....	04	NC: Charlotte	21
CA: San Francisco.....	05	NC: Raleigh.....	22
CO: Denver	06	OH: Cincinnati	23
FL: Fort Lauderdale/Miami/ Palm Beach County.....	07	OH: Cleveland	24
FL: Jacksonville.....	08	OH: Columbus	25
FL: Orlando	09	OR: Portland	26
FL: Tampa	10	PA: Philadelphia	27
GA: Atlanta.....	11	PA: Pittsburgh.....	28
IL: Chicago.....	12	SC: Greenville	29
IN: Indianapolis	13	TN: Nashville.....	30
MD/VA: Baltimore/ Alexandria/DC	14	TX: Austin/San Antonio.....	31
MA: Boston	15	TX: Dallas/Fort Worth	32
MI: Detroit.....	16	TX: Houston	33
MN: Minneapolis	17	VA: Norfolk	34
		WA: Seattle	35

Please note that we can provide regional happenings only for the cities listed.

We're Open for Business!

Ordering the products you see in each issue of *Tool* is easier than ever with the Cox CustomMedia General Store.



Log on to our Web site, click on the shopping cart icon, and then click on the "Browse & Shop Our General Store" ad at the bottom of the page.

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9	Cool parties you don't have to organize.
8	Professional on-site management team. We worry about the details so you don't have to.
7	Great amenities. You won't pay membership fees or use off-site laundry facilities.
6	No yard work. You'll never cut the grass or throw out your back shoveling snow.
5	It's cheaper than buying a house. You'll have more money to spend on yourself!
4	Great services! This is the life!
3	On-site maintenance professionals. Leaks? Squeaks? No problem.
2	Everything you need, all in one place. Life here is good!
1	

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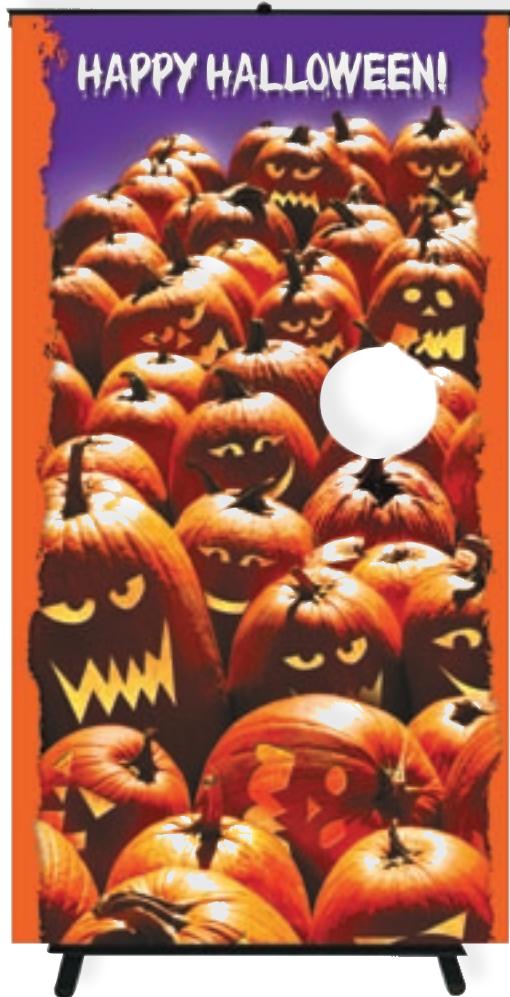
Visit www.coxcustommedia.com to see all five banners!

Put on a spook-tacular display at your community this year!



Our **doorhangers** are the perfect way for your residents to protect their privacy or welcome trick-or-treaters. With two attractive and colorful designs to choose from, you can dress up your community while giving your residents another reason to enjoy life at your property!

Doorhangers are \$19.50 for the first 100,
\$3 for each additional 25



Our die-cut **indoor banner** can be the basis of a festive holiday celebration — and a great way to draw residents to your leasing area. You can use our greeting, or customize your banner with your own. Need help? Call us today, and our writers can help you create a snazzy saying for your indoor banner!

Banner is \$90; stand is available for an additional \$115

To order your Halloween marketing tools, call
888-745-6456.