

# TRENDS Report 2021

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## **Marketing Trends Report**

I follow three major global sources for trend information. *Your first assignment is to take time to experience this research first hand. Take notes of data points and statements that speak to your executive and property goals.* This is THINK TIME! Time to become an explorer, to look outside your own thinking for positive influence from great minds with solid global data. Enjoy

1. [Edelman Trust Barometer](#)
2. [We Are Social](#) – Think Forward 2021
3. [Trendwatching](#) Trend Report 2021

I believe great trend data is an effective way to inspire improvements. Trends research is a large reason for the innovations in leasing and marketing I have developed to help my clients lead the market and improve property performance. *Make January trend report reading a part of your annual personal and corporate development plan.*

Trend research directs my innovative spirit each year to elevate specific areas of property management. Many of the ideas I have generated, with timely results, have come from inspired trend research. My program “Closing on First Contact” was inspired by the Google/Nielson Research on the [Mobile Path To Purchase](#).



According to Edelman Trust Barometer research 2021, business has become the most trusted institution. Business is also seen as competent and ethical. People are looking to establish loyalty with brands that show their character and core values in everyday tasks and activities. This trend data should focus your teams personal and professional character development program.

We were hoping for more positive change in 2021. Many of us are still reeling from the impacts of COVID and a long lived year in 2020. The 2021 Edelman Trust Barometer was just released accurate data on how **misinformation** has impacted our trust in our government, media, and industry. People are asking - who do you trust???? People are looking for truth and leadership right now. I believe we all have the opportunity in front of us to be a positive influence our nation. We manage housing, one of the top five essentials of life. We are already in position as community leaders!!!! There has never been a more critical time for industry to be market aware and that includes our economics and socioeconomics.

Trends can allow your management firm to peer into the minds of current and potential residents and employees. Accurate aware of challenges and opportunities allows your organizational decisions to be made with clear intention each year. Calculated business strategy's based on trend data also helps you save money that would otherwise be spent on ineffective decisions, strategies, and tactics.



Whether in the current context of a global pandemic or one of the most transformational and crucial decades ever, we are more determined than ever to inspire and assist future-obsessed professionals to make a meaningful difference.

Improved customer experience and increased customer satisfaction – customers appreciate any business with accurate trend data. More importantly, current and accurate data about your resident and their socioeconomic challenges, refines your leadership messaging to attract the right employees and residents.

As asset managers, our tendency can be to allow financial reports to distract us from the unmeasurable impacts of 2020 on our human resources. This trend data should compassionately inspire us to take time, and pay **close attention to our people, our leadership**

**message, our plan for:**

- **employee relations**
- **resident relations**
- **the leasing experience**
- **and corporate social responsibility**

### **Character Influenced Success**

Your people, your residents, and the public needs Us to rise UP .....with clear voices, transparent business practices, and character-driven brand messaging. The question is where are you directing your attention? Focus? 2021 Goals? & HOW will you move forward?