

# **Elaine Simpson**

**President at Occupancy Solutions, LLC**

Greater Detroit Area, MI, US

Consulting firm specializing in multifamily & senior properties. Marketing, leasing & training to increase occupancy.

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## **Biography**

Elaine Simpson ? Owner, Occupancy Solutions, LLC The Affordable Housing Expert Marketing, Leasing and Training Specialist With over 25 years of experience in the multi family industry, Elaine Simpson founded Buckingham Occupancy Solutions, LLC in 2007 to provide marketing, leasing and training services for multifamily professionals of market rate, senior and affordable housing communities. Specializing in the Affordable Housing Industry, Occupancy Solutions recognizes and tailors to the unique marketing and leasing challenges faced by affordable and low income communities. Using this knowledge and expertise, Occupancy Solutions assists distressed communities with proven cost effective techniques and strategies to achieve optimal occupancy while realizing ideal rents. We develop and implement strategic marketing plans, train team leaders and even work as contract employees providing marketing and training services. Our review includes all of the key factors impacting a property's success, including: staff, property condition, market conditions, local and regional economy, advertising and collateral materials. Often this precipitates the development of a strategic marketing plan, and, as needed, oversight of the plan's execution. Firms outsource their Marketing Director or Training Director Functions to Occupancy Solutions, often giving us the opportunity to develop a leader within their team to take on those responsibilities. Our services include ? One on One and Group Training ? Individual and Team Development ? Outreach Training ? Community Branding ? Market Analysis ? Outselling the Competition ? Proper Telephone Techniques ? Converting Calls to Visits ? Increasing Closing Ratios ? Overcoming Objections ? Rapport & Relationship Building ? Effective Follow-Up ? Closing Techniques ? Increasing Resident Retention ? Creating plan ? Resident Event Planning ? Lost Lead Analysis ? Advertising Analysis

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## **Industry Expertise**

Real Estate Dev/Ops, Advertising/Marketing, Training and Development

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## **Areas of Expertise**

Affordable Housing, Real Estate, Senior Housing, Contract Negotiation, Market Analysis

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## **Affiliations**

Detroit Metropolitan Apartment Association, Michigan Housing Council, American Society of Training and Development, Senior Real Estate Specialists, Michigan Association of Realtors, North Oakland County Board of Realtors, International Board of Certified Trainers, Property Management Association of West Michigan, Property Management Association of Mid-Michigan, Washtenaw Area Apartment Association, Small Business Association of Michigan, Building Michigan Communities Conference , Arizona Multi Housing Association, National Apartment Association, National Association of Realtors

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## **Education**

**Wayne State University**  
Business

**Wayne State University**  
BA Business- Marketing

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