

LEASING COMPETITIVE ADDENDUM

Corporate Partnership & Good Neighbor Growth Strategy

Purpose

Add an outside-the-box corporate leasing channel to accelerate occupancy, improve retention quality, and build stronger community integration across Little Rock and Rogers/Bentonville.

Corporate Target Strategy (100+ Employees)

Priority target categories:

- Healthcare systems
- Logistics and transportation operators
- Retail headquarters and regional offices
- Manufacturing and food-processing employers
- Banking/insurance operations centers
- Universities and medical education systems
- Large construction/trade employers
- Government contractors and public-sector vendors

Offer Framework: Corporate Preferred Housing Program

- Reduced or waived admin fees
- Priority unit holds (48–72 hours)
- Move-in credits tied to employer volume tiers
- Flexible lease start windows for transfer employees
- Employer-specific referral code and landing page tracking

Good Neighbor Communications Layer

- Structured new-resident welcome package
- Community standards and local service map
- Quarterly employer-facing community impact summary
- Fast-response support path for partner-referred residents
- Optional resident volunteer/community engagement tracks

Statewide + Out-of-State Employer Outreach

- Arkansas employers with multi-site operations
- Out-of-state firms relocating teams into Arkansas
- Remote/distributed employers with Arkansas hiring plans
- PEO/recruiting partners placing 100+ employee cohorts regionally

3-Step Corporate Outreach Motion

1. Intro email + one-page employer benefit brief
2. 15-minute partnership fit call
3. Pilot allocation agreement (10–25 employee block)

Channel KPIs (Corporate Leasing)

- Number of employer accounts opened
- Number of employee referrals enrolled
- Corporate lead-to-lease conversion
- Days-to-lease vs non-corporate channels
- 6/12-month retention rates
- Vacancy days reduced via corporate channel

Execution Build List

- Top 25 employer target list: Little Rock
- Top 25 employer target list: Rogers/Bentonville
- Top 50 statewide + out-of-state feeder employers

Executive Outcome

A formal corporate-partnership leasing channel with measurable conversion and retention performance, aligned to community-strengthening and good-neighbor standards.