



# MOOD:

By leveraging the power of scent marketing to support your leasing efforts, you'll help trigger the powerful positive associations which will create a memorable experience for your prospective residents and help your community stand out from the rest.

Though scent marketing is a tried-and-true tool of retail design, it's still a relatively new trend in residential communities - despite the fact that savvy real estate agents have long leveraged the power of fragrance. For years, top-selling agents have infused their open houses with the scent of freshly brewed coffee and baking cookies, in order to make vacant houses feel more like home with outstanding success.

Why not use the same strategy to encourage your prospective residents to linger longer in your leasing office, or help them feel at home in your model units? By leveraging the power of scent marketing to support your leasing efforts, you'll help trigger the powerful positive associations which will create a memorable experience for your prospective residents and help your community stand out from the rest.

The experts at Mood Media have compiled these tips and tricks to help you incorporate scent marketing into your leasing strategy, creating a pleasantly fragrant experience.

**ENHANCE YOUR ENVIRONMENT.** Do a little research, and you'll discover the tones and fragrances which best support your environment by encouraging emotional responses associated with positive perception. For instance, infusing your space with citrus tones can encourage the perception of cleanliness, while cucumber will create a sense of space which "enlarges" a small room. Dark spaces can be "lifted" with light fragrances, such as rosemary or peppermint - and rooms with stark lighting can be "calmed" with the use of a soothing scent, such as Mood's Jasmine Tea.

**KEEP THE FRESH AIR FLOWING.** Whenever possible, open the windows of your vacant units, and let the fresh air flow. You'll avoid mustiness and "stale air", and release the odors present after painting or repairs. Adding potted plants to show units will also help freshen the air - and add a splash of color to liven up the atmosphere!

**NEUTRALIZE MALODORS.** No one appreciates the scent of someone else's pet, or lingering malodors from the previous tenants. If your vacant units still hold onto old scents, an odor-neutralizing scent such as Mood Media's Allure will help you remove the offending odor and infuse your units with a refreshing fragrance.

## CONTACT

To find out more on how Mood Solutions can help design your resident experience, contact us at:  
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**CONSIDER THE SPACE.** Vary your scents according to the space, and you'll find your prospective tenants and residents respond accordingly. Infuse your office with a relaxing scent, such as lavender or vanilla, and you'll instill a sense of well-being that sets visitors at ease. Infuse your workout room with invigorating grapefruit or green tea, and they'll feel refreshed when they walk through the door. And homey scents such as baking bread or cookies will add warmth to your model units and make your property memorable.

**ADJUST YOUR SCENTS ACCORDING TO THE SEASON.** While the warm smell of pumpkin pie is excellent for autumn, it may seem out of place in the heat of summer. By varying your scent appropriately to reflect the season, you'll find you promote a favorable response to your space in any time of year!

By thoughtfully incorporating scent marketing into your leasing strategy, you'll set your community apart from the rest - and make your prospective residents feel right at home.

For more ideas on leveraging the power of scent to support your leasing efforts, contact the experts at Mood Media. We'll help you choose the fragrances and scents which help you set the right mood!

