

# KEY BENEFITS OF JOINING THE ASSOCIATION OF SERVICED APARTMENT PROVIDERS (ASAP)

## 1. WEBSITE – [www.theasap.org.uk](http://www.theasap.org.uk)

- Brand new website launching August 2009
- Dedicated members' area allowing members to create and maintain company profile and marketing information regarding their apartments and locations
- Members' forum where key issues are discussed – such as VAT, planning permission, tenancies, council taxes, tenant issues, cleaning, housewares, furniture, health & safety, insurance etc.
- Future events calendar and announcements
- Industry news
- Conferences/trade shows listing of interest to our providers
- Knowledge base – articles and weblinks
- List of service providers
- Central repository for all key ASAP documents ie past meeting minutes, formal ASAP statements, logos.

## 2. MARKETING LEAFLET

- Key piece of print to use with clients
- Outlines ASAP's responsibility and commitment to the industry
- Drives people to the ASAP website as key source of further information

## 3. MARKETING/PR

- Independent & very experienced marketing/pr representative
- Key roles include:
  - promoting the Association to key media contacts to raise awareness of the industry
  - representing all members at key trade shows as the ASAP
  - targeted to proactively develop and grow the membership
  - collates confidentially key industry data including quarterly occupancy statistics

## 4. PARTNERSHIP WITH 2 KEY INDUSTRY ASSOCIATIONS –

### ASSOCIATION OF RELOCATION PROFESSIONALS (ARP) – [www.arp-relocation.com](http://www.arp-relocation.com)

- Opportunity to be involved in annual UK conference
- Automatic free annual membership of the ARP for each ASAP member
- Listing in ARP directory and website – [www.arp-relocation.com](http://www.arp-relocation.com)
- Free use of legal helpline

### CORPORATE HOUSING PROVIDERS ASSOCIATION (CHPA) – [www.chpaonline.org](http://www.chpaonline.org)

- Benefit from the Association's reciprocal membership of the CHPA

## 5. MEETINGS

- 5 General meetings per year
- Networking opportunity
- Information sharing
- Key business contacts

- Intention to develop a regional network of regular meetings from 2010 in order to form a nationwide forum of providers with shared objectives.

## **6. MEMBERSHIP**

- Be part of a national organisation
- Central telephone number to call
- Benefit from expertise of other members – sharing advice and ideas
- Centralised independent receptacle for the receipt of feedback from member customers in order to assist members to resolve issues proactively and with positive solutions.
- Access to industry occupancy data