



Our mission is to go above and beyond our customer's expectations, by providing quality living environments that enhance our resident's lives physically, socially, and spiritually.

The Lang Nelson Experience Q1 2024

The Lang Nelson Experience...Live it!

The Experience is an informative insert that celebrates all of the value added services and advantages available to you. We appreciate our residents!

Thank you 2023

We want to thank all of our valued Lang Nelson residents, families, VIPs, vendors, and all those in support of The Lang Nelson Experience. We are proud to call you a part of the Lang Nelson family, and we cannot continue to deliver the above and beyond lifestyle, without you. For this we are forever grateful and can proudly affirm our steadfast commitment to you now and long into the future.



With your support, **Celebrate 2023** was again a wonderful year, full of accomplishments, recognitions, milestones. Close to 400 residents, staff, and friends of Lang Nelson were nominated and received Certificates of Excellence, a Good Neighbor designation, or an Above and Beyond Award. Additionally, Lang Nelson launched an internal "Keys" program, to recognize peer to peer support, which netted close to 500 individual staff acknowledgements. Lang Nelson communities also are far exceeding industry norms with an average retention rate close to 80%, and an average Google ranking of 4 plus stars. Your ongoing recognition, both small and large, are so appreciated and continues to grow these honors year after year.

Additionally, Lang Nelson Resident Visit Month celebrated its ten year anniversary this past June. This Fall, The Legacy of St. Anthony celebrated its ten-year Anniversary, and Lang Nelson added 2 more MADACS (Multi-Housing Industry) awards, bringing the company total to 142.



We remain humbled by all that was celebrated in 2023, and at the same time know that it only helps the sustainability of The Experience you have come to expect. Thank you!!!

Engage 2024

Lang Nelson will forever celebrate the wins, small and large. Although important, The Lang Nelson Experience was built with an entrepreneur spirit, focusing on forward movement, to better serve you, the customer.

To do this we need to both reflect on what works, and be willing to evaluate or change where there may be opportunity for growth. To do this successfully, and so you feel heard, we need to know our business

and you, our customer. We are passionate about this, and it is said to be, "the best part of the job", so we take it seriously.

The resident visit grants us this opportunity, as it allows us to remain in tune with you and possible changing needs. Hosting events and activities provides us with an opportunity to do the same, but also celebrate as a community, and with those important to you. Inspecting buildings is just as important, and can provide some of the same opportunities. Additionally, our ongoing staff training and seminars, and passion to "hire for a lifetime", allows us to ensure that our staff has the know-how and tools to best serve you and exceed your expectations. Also, volunteerism exists in each Lang Nelson community, and where the residents and families are truly engaged, they naturally have some of the strongest programming and retention in the industry, proving just how impactful your engagement can be.



Although true engagement is the goal, no matter the subject, it requires two entities working together. The result is a stronger and more united Lang Nelson. One that is aware and also impacting the overall experience, and improving on it where possible.



To find out how to, join our team, volunteer, share a VIP, read stories, schedule a tour, or to see our full activity and event calendars for each community, please check in with your community manager, or please scan the QR code or visit LangNelson.com.

Thank you for helping us *celebrate 2023*, and now together let's **Engage 2024**.

Apartments here, Apartments there, Apartments Everywhere!

There is a building boom happening in the Twin Cities, with new apartment communities being built in every corner of every city. These communities vary in size, with some offering programs and others not. Most of them are brick buildings with black metal window frames, cement balconies, and small apartments. Signs advertising "Apartment Available," "2 Months Free," or "If You Lived Here, You Would Be Home by Now" can be seen everywhere.

At Lang Nelson, we take the time to be informed about what each community is doing with

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The Lang Nelson Experience... Live it!

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programming, upgrades, and pricing. Our site teams call and visit regularly to stay up-to-date. Based on our findings, we are proud to continue to offer the below unique benefits:

- On-site staff that strives to meet and exceed your expectations
- Daily, weekly, and monthly fun activities and programs
- Transportation for fun travel or a shopping run each week
- On-site maintenance teams that work to respond to and resolve your work orders
- Spacious apartments and sound building construction that you can enjoy for years to come
- Caring staff that is always willing to help meet your needs and serve you with a Smile.



Thank you for choosing the Lang Nelson Experience! We are more than confident that you have made the right choice.

Work from Home!

Home is where the heart is, Work from Home!

Our family of communities are filled with wonderful residents from all walks of life. We decided years ago not to spend recklessly on Newspaper ads and Billboards to attract new residents to our communities. We decided, to take excellent care of our communities and the customers that choose us, and then ask each of you to share your experience with a friend, co-worker, or family member. We want to pay YOU for celebrating the community you live within and sharing the news with those who are Very Important to you!

Did you know? In 2023 we gave back over \$100,000.00 in rent credits to our residents across our portfolio.

Have you been the proud recipient of a \$300 reward rent credit? We want to remind you that there are no limits to sending valuable recommendations our way. When you send someone that moves in, you are awarded the rent credit. You can send one, two, or ten if you want to live rent-free!

We know everyone sees the "Call for VIPS" in your monthly newsletter however, we want to take the time in this valuable publication to ask... Why don't you work from home? Discount your monthly rent once or every month. It's a win-win as we know you are referring great residents like YOU!

Start today by picking your neighbors, it's worth your time. For more information, visit your rental office today!

Lang Nelson Service Commitments:

- To exceed your expectations in every interaction
- To build relationships that positively impact our community and company
- To create memorable experiences

30,60,90

Looking for something fun to do this winter season? Look no further! We know that your experience goes far beyond your community's walls. We also recognize that sometimes it's hard to keep track of all that is going on around us. Worry not, Lang Nelson maintains a 30, 60, 90 days out list. It includes some of the most noteworthy and exciting happenings going on around our Lang Nelson Communities. This list can be obtained in your managers office each month, and we have included a snap shot here.



January:

- Nordic Village at Riva Terrace: Four Seasons Hotel, 245 Hennepin Ave, Mpls, Reservations requested
- Sled Dog Days at Birchs on the Lake, 1310 Wayzata Blvd, Long Lake, Sundays in January, 11- 2 pm
- Vintage Vessel Candle Making, The Mustache Cat, St. Paul, January 16
- Charcuterie Board Make & Take, Rockler Woodworking and Hardware, 12995 Ridgedale Drive, January 16 4-6 pm
- US Pond Hockey Championships, Lake Nokomis: January 18-28

February

- Yoga in the Gardens, MN Landscape Arboretum. February 4, 11, 13, 15, & 25
- City of Lakes Loppet Winter Festival, Bde Maka Ska, February 3-4
- Luminary Loppet: a celebration of Winter in Minnesota, Lake of the Isles, February 3, 6-10 pm
- Mama Mia!, Orpheum Theatre, February 6-11
- Northeast Winter Market, Quincy Hall, 1325 Quincy St. NE, Mpls, Sundays in February 10-2 pm

March

- Time to Paddy/5K/10K and Lucky 13.1, St. Paul, March 3
- 2024 Maple Grove spring Craft and Gift Show, Maple Grove Community Center, March 2
- Up North Expo, Mpls Convention Center, March 1-3
- Big Ten Conference Women's Basketball Tournament, Target Center, 600 N 1st Ave, March 6-10
- 2024 Bloomington Indoor Farmer's Market, Bloomington Civic Plaza, March 9
- 2024 Blaine Spring Craft and Gift Show, Centerview Elementary School, March 9



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