



Menu

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No-Cook Nights Feed Retention Rates

Volume 34
Issue 12

Marketing Insider

The way to some residents' hearts is through their empty stomachs. By letting local restaurants do the cooking, Burton Carol Management has created a popular, twice-weekly service for its residents called No-Cook Nights that improves community relations.

Burton Carol Executive Vice President and Chief Operating Officer Joy Anzalone says her company introduced No-Cook Nights about five years ago when she welcomed a nearby restaurant into the lobby one night at Victoria Plaza, a 297-unit high-rise in North Olmsted, Ohio, a suburb west of Cleveland. The restaurant brought 50 small pizzas, set up a table and sold each pizza for \$5 to residents coming home from work. The pizzas sold out. Thereafter, area restaurants were hooked.

"We used to have to beg restaurants to participate in our community event—now there is a waiting list of local restaurants trying to get on our schedule," Anzalone says. "We are now careful not to do it too often, so we keep the excitement up and the vendors sell out and can't wait to return."

These days, the communities post schedules of participating restaurants for the highly anticipated regular events in the common area.

"We don't make money on this," Anzalone says, "and we don't have to lift a finger other than the coordination and communications of it to our residents. Our award-winning staff is what makes this a consistent winner for our residents. What No-Cook Night does do is help us to create goodwill with our residents and with local small businesses. We now do No-Cook Nights at several communities within our portfolio.

The restaurants love it, and when they hear of people looking for an apartment, they recommend us as a great place to live.

"Our goal is to turn our communities into neighborhoods within neighborhoods. This is just one way of giving residents a great reason to renew their leases with us. We provide them with a lifestyle and multiple conveniences that only can be found at a Burton Carol-managed property." –NAA's Paul Bergeron

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