Units' Apartment

IN

OUT

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Valuing current residents	Chasing prospective residents
Location-based services	Location, location, location
Cloud computing	Clouds of cigarette smoke
Rose-colored R-410A tanks	Green-colored R-22 tanks
Gorilla tape	Duct tape
4G	3G
Building a social community	Building a brick-and-mortar community
Maintenance staff smartphone apps	Throwing tools and parts at a problem
Communicating with residents on Facebook	Communicating with prospects on Facebook
Marketing your community ratings	Hiding from your community ratings
Mystery shops on video tape	"I watched somebody" training
Apps that search for you	You searching on Google
QR codes	QE2
Fresh water with fruit	Soda and cookies
Mayor of Foursquare	Mayor Daley
Flexible schedules	Furloughs
The New Normal	The New Normal
Buying REITs	Boring tweets
Tea Party	Wine-and-cheese parties
Bed bug bed covers	Bed bug bedtime stories
"Renter Nation"	Homeowner frustration
Staring at your smartphone	Small talk
Getting "Likes" on Facebook	"Like, whatever"
Accepting Craigslist ads	Hating Craigslist ads
Call center	Call waiting
Reforming Fannie and Freddie	Reforming health care
Help desk	Help!

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the latest e-version of *units*.