What is our product and how do we complete the sale? Are we out of step with our market? - High School seniors and their parents.

This Spring, a sorority house two doors from our shelter, was leased (temporarily stopped operations due to low numbers), and filled in less than 30 days as a rooming house. Rents were comparable. Rules were strict. No alcohol on the premises. No smoking. Daily work. Quiet hours. Ladies to be downstairs by 7:00 p.m.

I’m just reporting the facts: Without a rush budget or rush chairman, they were full in 30 days. What do their customers want? - A quiet, safe, and clean place to live near our campus.

We are not a rooming house, but........

Does our product meet the requirements of a 3.6 GPA, 18 year old male - who’s mother and father are risking a major portion of their life savings to pay a portion or all of their son’s college expenses? Much less of a drinking and animal house environment is demanded by our prospective new members and their parents than we may think.

Dinosaur also started with a "D". We will change with the "temper of the times" or become extinct!

Recommendations for a successful rush:

1. Get started early - Spring quarter and June.
2. Pick up rushees and bring them to functions.
3. Keep shelter clean. Hire a reliable brother to clean, wash and scrub walls, windows, carpets and furniture. Keep garbage cans empty. Paint common areas, halls, rehab grounds, study rooms, etc. If you show your shelter during summer rush, your rushees are looking at your product and where they will lay their head and so are their moms and dads. You can’t wait until work week to get the shelter squared away.

College is a big investment. Is our product in step with our potential new member’s college housing needs and desires?

Best wishes for a successful rush!

Fraternally,

Denny Brawford
Western Pacific Division President
Housing Commission