

National Apartment Association Education Institute

Keys to Success in Leasing

December 2013



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Participant Inventory

- Why did you choose to work in the multifamily housing industry?
- Of all of the multifamily positions available, why did you choose to become a Leasing Professional?
- In what work-related projects are you currently involved?

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Tales of Work

- What challenges does this particular job have?
- What parts of the job are/were particularly confusing, especially at the beginning?
- What do you like best about the position?

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"I Expect"

- What do I expect from myself in this course?
- What do I expect from the instructor of this course?
- What do I expect from other participants in this course?

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Objectives

- Describe the responsibilities of a Leasing Professional.
- Identify important qualities of a successful Leasing Professional, and discuss how these attributes enhance the Leasing Professional's job success.
- List the most important duties of a Leasing Professional

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Objectives

- Discuss the importance of goal setting and list basic steps of goal setting.
- Explain product/market knowledge and how they contribute to the success of a Leasing Professional.
- Deliver the Markey Survey Presentation to be given at the end of the NALP course.

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Today's Agenda

- Housekeeping
- Breaks
- Restrooms
- Retrieve Messages
- Mute Phones/Pagers
- No Texting
- Smoking Policies
- If you have a question...

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Career Prospects for Leasing Professionals

1. Why are Leasing Professionals so important to their communities?
2. In what specific ways can a Leasing Professional impact the apartment community or building?

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Career Prospects for Leasing Professionals

3. What are some factors that make the Leasing Professional position attractive?
4. What roles (like a counselor or chauffer) does a typical Leasing Professional perform?

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Leasing Professional Responsibilities

- Comply with all regulatory laws and guidelines
- Pre-lease apartments on vacate notice
- Accept and process applications for leasing
- Answer the telephone
- Communicate with residents
- Shop the competition
- Conduct onsite tours to owners or investors

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What are the Characteristics of an Effective Leasing Professional?

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The 21st Century Leader

PEOPLE SKILLS

- Communication
- Teamwork
- Coaching



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The 21st Century Leader

TECHNICAL SKILLS

- Business Analysis
- Continuous Improvement
- Technology Savvy






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The 21st Century Leader

ADMINISTRATIVE SKILLS


- Project Management
- Writing and Documentation
- Participant Management





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What Color is Your Personality?

- Red
- Blue
- White
- Yellow



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Qualities of a *Successful* Leasing Professional


- Positive self-image
- Appropriate work habits
- Self-discipline
- Proper judgment





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Qualities of a *Effective* Leasing Professional


- ▶ Independence
- ▶ Work ethics
- ▶ Self-awareness
- ▶ Strong communication skills
- ▶ High energy level






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Defining Professionalism

1. Specialized knowledge
2. Providing value
3. Demonstration of Professionalism




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“Trim Tab”

ACTIVITY

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Job Responsibilities and Goal Setting

“An important part of being a professional is the ability to identify and establish goals”

- Goal : “the end to which a person aims to reach or accomplish.”
Source : Webster Unabridged Dictionary

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A Goal Should Be:


Specific

Measurable



Achievable

Realistic

Timebound



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“The end to which a person aims to reach or accomplish”

Daily Goals


- 1.
- 2.

Weekly Goals


- 1.
- 2.

Monthly Goals

- 1.
- 2.



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Steps for Planning Goals

Revise as necessary

Measure progress on a regular basis

Prepare a plan



Determine the Contacts and Skills You Have to Acquire

Identify barriers


Build specific objectives and timelines

Set your goals

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Time Management




If you don't put the big rocks in first, you'll never get them in at all!



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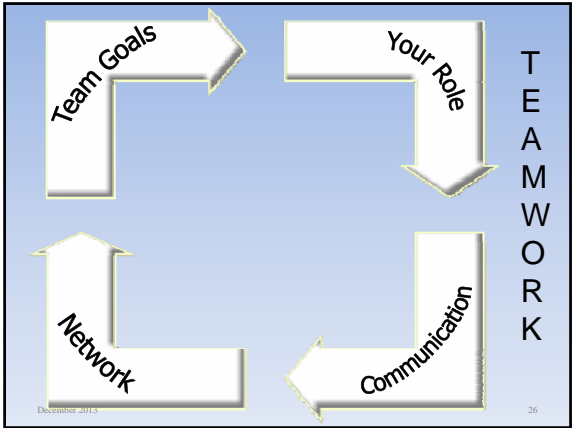


Time Management



- Time management problems and time wasters
- Time management solutions and time enhancers
- Which ideas will you use?

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“Copa Airlines” ACTIVITY

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Resident Profile Definition

Resident Profile:

- Specific information that describes the apartment community’s typical resident and their needs, wants, and qualifying characteristics.


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Market Knowledge

Market Knowledge:



The demographic and product information about their apartment community, its primary competitors and potential future competition including housing being planned and/or under development in their area.

- Demographic Information
- Resident Profile
- Income
- Employers

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Definition of Product Knowledge

“A thorough understanding of all of the products and services available in one’s own community, apartment home, amenities, the surrounding neighborhood, and that of their areas competitors.”

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3 Areas of Product Knowledge

1. Detailed knowledge of the apartment homes themselves;
2. Thorough knowledge of the apartment community, including its residents,
3. Extensive knowledge of the neighborhood in which the apartment community is set.

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Keys to Success in Leasing Summary

- Can you Describe:
 - The Responsibilities of a Leasing Professional
 - Important Qualities of a successful Leasing Professional
 - How your product and market knowledge will ensure your success

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What Strategies will You Use?



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