



**Mission Statement:**

“As a member of the Perennial Properties Team, I will strive to provide the best apartment community living for each and every one of our residents. Our Residents and Service Representatives will be met with the utmost courtesy, professionalism and sense of promptness in every instance.”

**Leasing Consultant**  
Job Description

**Location:** On site

**Reports To:** Community Manager

**Hours:** 9:00 a.m. to 6:00 p.m., Monday thru Friday; 10:00 a.m. to 5:00 p.m., Saturday; noon to 5:00 p.m., Sunday. The position requires the ability to work any of the seven days of the week, 52 weeks of the year. Hours of operation are subject to change based on the Property’s needs and activities.

**Competencies and Education:** Must be competent in the areas of accountability, communication, customer service, teamwork and organization. A Leasing Consultant should present a professional image at all times. A minimum of a high school education is required and the position requires the ability to read and write English fluently and the ability to perform basic to intermediate mathematical functions.

**Position Requirements:**

- Basic computer skills, including Excel, Word, and Outlook.
- Excellent communication skills.
- Strong administrative, organizational and time management skills.
- Strong customer service skills.
- Ability to operate effectively with residents, co-workers, vendors and contractors.
- Ability to close a sale in person and on the telephone; maintain a minimum closing ratio based on the property.
- Knowledge of on-site maintenance requirements.
- Ability and access to drive a car.

**Physical Requirements:** The position requires the ability to walk the property in its entirety, tour prospective residents, deliver notices when needed, work with maintenance staff, be available to assist with emergency measures, and the ability to withstand all weather conditions.

**Leasing and Marketing Tasks:**

- Handle calls from current and prospective residents professionally, pleasantly and according to the Company’s standard policies and practices while obtaining all necessary information.
- Inspect “show units” daily, spot clean as necessary and notify maintenance of any needed repairs.

- Participate in periodic telephone shops and other training methods to fine-tune skills and ensure that performance is consistent with the Company's standards.
- Reply to all leads received via the internet within 2 hours when received during business hours.
- Effectively track telephone and internet leads using a daily log.
- Stand and greet prospective residents when they enter the leasing office.
- Tour prospective residents through the community and lease apartments by showing models and available units.
- Lease apartments by aggressively selling the features and maintaining a strong knowledge of product.
- Follow up with all prospective residents by telephone within 24 hours and in writing within 48 hours with a personal note.
- Maintain an organized guest card file for all residents and prospects.
- Enter all guest cards in the computer database in a timely manner.
- Complete application paperwork with applicants and thoroughly explain qualifying criteria, the policy on criminal background checks and the policy on canceling applications.
- Verify information provided on applications and process files within 72 hours. Notify applicants verbally and in writing within 24 hours if application was declined. Obtain the Manager's approval on all applications prior to move-in.
- Review print and internet advertising media for accuracy.
- Suggest ideas to the Community Manager that could increase traffic volume.
- Notify the CM of feedback on pricing, including objections to pricing or opportunities for pricing to be increased.
- Have a strong knowledge of the demographics of the property and the surrounding area.
- Assist CM and ACM in performing monthly market surveys on competitors. Physically shop competitors as assigned.

#### **Retention and Resident Relations:**

- Ensure that residents are provided with a clean, safe, and well-maintained building and community.
- Stand and greet residents with enthusiasm when they enter the leasing office.
- Communicate clearly and effectively with residents both verbally and in writing. Proof all resident notices and emails for proper grammar and spelling before delivering.
- Receive resident complaints in a calm and professional manner. Work to resolve complaints quickly and document pertinent information in the resident's file.
- Follow-up on completed work requests within 24 hours to ensure satisfaction.
- Survey residents in writing periodically to inquire about customer satisfaction.
- Work with Assistant Community Manager to monitor lease expirations to manage turnover.
- Under direction of ACM, contact residents no less than 90 days before their lease expires, and continue to follow up with the resident until the lease renewal is closed.

#### **Administrative Tasks:**

- Maintain all manual and computer files in an immaculate, organized condition and consistent with the Company's policy. Keep all current, future, and past resident information confidential and never leave files unattended.
- Consistently update computer database daily with current activity. Review availability reports, delinquency, and the rent roll for accuracy.

- Complete accurate weekly and monthly reporting as assigned.
- Enter work requests from residents in the computer database daily and delegate to the appropriate maintenance personnel. Update work requests once completed and returned by the maintenance department.
- Maintain the key tracking system and review the activity report weekly. Activity reports should be kept in an organized file on-site for at least one year.
- Administer package receipt system for residents, ensuring sign-in and sign-out. Package logs should be kept in an organized file on-site for at least one year.
- Prepare all lease paperwork that is required for your property, schedule signing appointments and execute documents. Review all lease paperwork thoroughly with the resident at move-in.
- Maintain any necessary resident conversation logs in the resident files, and document important conversations as needed.
- Assist in preparing and distributing resident notices as assigned by CM and ACM.
- Handle specific administrative responsibilities as assigned by the Community Manager and Assistant Community Manager.

**General Responsibilities:**

- It is the employee’s responsibility to continue to develop and refine their skills to improve performance in their position and to be eligible for promotion.
- Maintain a professional image and follow the Company’s dress code. Represent the Company in a professional manner while on-site and off-site during business related functions.
- Accept task that may benefit the property and assist in the team meeting and exceeding goals.

**Corporate Integrity:**

All employees in all positions are expected to act professionally at all time, including but not limited to treating others with respect, valuing diversity, supporting team/community goals, and following company policies and procedures. All employees must be able to handle confidential information in a discreet, professional manner.

*Disclaimer: This job description is not designed to be a comprehensive list of duties, responsibilities and qualifications required in the job. Reasonable accommodations may be made to qualified, disabled individuals for performance of essential duties and responsibilities.*

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Print Name

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Signature

\_\_\_\_\_  
Date