

The Leasing Professional is responsible for all aspects of leasing, marketing, and maintaining positive resident relations of a property.

Property Leasing and Administrative Duties

- Effectively show, lease, and move in prospective residents; greet, qualify, tour community, and sign the lease
- Conducts all functions necessary to close the sale, including making appointments, generating new leads, conducting tours, maintaining model units, ensuring the tour path is up to company standards, and all necessary follow up needed
- Completes all leasing paperwork needed before move-in
- Assisting with lease audits, walking units, and turn process
- Maintain accurate prospect traffic and leasing data, responding to prospect leads within 12 hours
- Utilize established sales and marketing strategies, including on and off campus marketing and events, to increase property traffic, maintain closing ratios and work to achieve and exceed leasing goals
- Perform various administrative tasks as needed
- Assist in handling resident complaints, concerns, and requests to ensure resident satisfaction
- Assist in developing and implementing resident retention programs (i.e., resident functions, special promotions and events, etc.)
- Contribute to the general upkeep and cleaning of office, common and amenity areas, and model

Marketing & Outreach

- Assist in implementing monthly/annual marketing outreach plan
- Review and assist in completing market survey/analysis continually to generate ideas and formulate plans
- Maintain thorough product knowledge of the property and competition as well as market conditions; complete weekly market survey report

Customer & Resident Relations

- Manage excellent customer experience and monitor service request turnaround and responsiveness
- Projects a favorable image of the community to achieve property objectives and public recognition
- Ensure consistency in dealing with residents on all matters Enforce policies of the community that the immediate supervisor delegates

Physical Requirements

- While performing the duties of this Job, the employee is regularly required to stand; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The

employee is frequently required to walk and sit. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This job description should not be considered all-inclusive. It is merely a guide of expected duties. The employee understands that the job description is neither complete nor permanent and may be modified at any time. At the request of their supervisor, an employee may be asked to perform additional duties or take on other responsibilities without notice.