

A Practical Guide to Property Management

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Who Am I?

- The business side

- SVP of Operations at Sundance Property Management, LLC
- Started as a Leasing Consultant in 1996
- Board Member of GCNKAA
- Board Member of NAAEI

- The personal side

- #boymom
- Married to my husband, Will, for 14 years
- 2 boy cats, lots of fish (probably all male), and 3 fire bellied, poisonous, carnivorous toads (male)

Grounds and Curb Appeal

Look down

Look up

Look left

Look right

The Importance of Screening Residents



Consistency



Fair Housing



Protect yourself

The Turn Process



PAINT



PUNCH



CLEAN



CARPET



INSPECTION

Reviewing and Signing the Lease

You must know the lease yourself – first and foremost

Reviewing and Signing the Lease

Paper leases Signed in the Office

- Have it ready
- Make sure its correct
- Allow enough time to answer questions
- Should they sign before they see the apartment?

Online leases signed electronically

- Send it prior to move-in
- Make sure its correct
- Allow enough time to answer questions prior to move-in
- Should they sign before they see the apartment?

It's Moving Day!



The Move-in Process

- Have you thought about...
 - Pre-inspection
 - Reserved spot
 - Maintenance orientation
 - Maintenance tips
 - Maintenance emergencies

Establishing Relationships with Residents

- Why?

- People stay longer when they feel a part of a community
- They take better care
- This is a people industry not an apartment industry
- Social media

- WIIFM

- Long term residents
- Reduced turnover costs
- Improved care of the asset
- Positive WOM and reviews
- Generate more business + higher profitability

Resident Events and other ideas

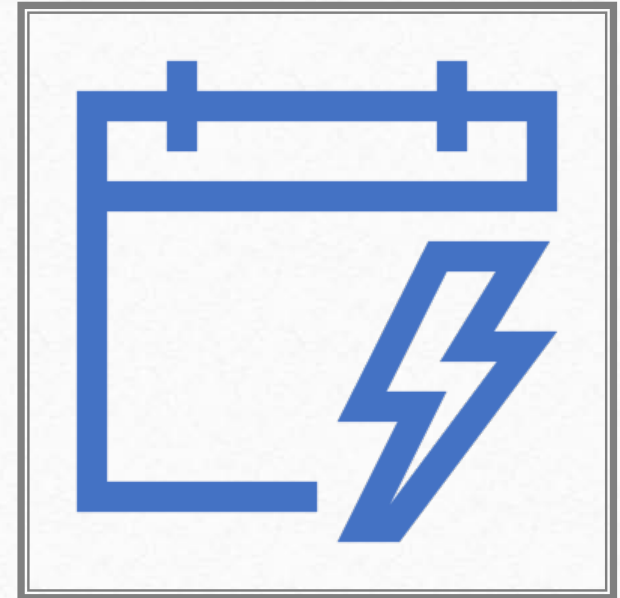
- Birthday cards
- 6 month or 1 year lease anniversary cards
- Get well soon bags
- Congrats bags
- Pitch ins
- Sporting events
- Building of the month
- Holiday items – trick or treat bags, Valentines treats
- Resident BINGO
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-
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Lease Enforcement

- Do it immediately!
- Keep the emotion out of it
- Be consistent
- Quote the lease

When to Conduct Unit Inspections

- All the time!
 - Quarterly
 - Semi-annually
 - During service requests
 - 1 building a month



The Move Out Process

- Have you thought about...
 - Written Notice
 - Charges
 - Move out inspection and/or pre-inspection
 - Thank you card

Give maintenance some love...

- Breakfast
- Cold Water/Hot Chocolate
- Time off
- Train the office
- Walk in my shoes



The Keys to Being a Successful Property Manager

- You go first!



The Keys to Being a Successful Property Manager



Communicate



Attitude



Like people



Use technology



Know your
market/comps



Hire great
people

What else can I help you
with?



**THANK
YOU!**

A rectangular sign with a blue background and a white border. The sign is mounted on a wooden surface with four silver screws. The central feature is a large white speech bubble with a black outline. Inside the bubble, the words "THANK YOU!" are written in a bold, yellow, comic book style font with black outlines. The background of the sign is blue with a pattern of small white dots. Three yellow stars with black outlines are scattered around the speech bubble: one in the top left, one in the bottom left, and one in the top right.