



JOB DESCRIPTION

Title: Leasing Professional
Reports to: Leasing And Marketing Director

Job Summary

The Leasing Professional is responsible for the leasing process from initial prospect contact to actual occupancy, including conveying the benefits of the community to all prospects, residents, and guests. This is all done with the goal of maximizing occupancy for the community. The Leasing Professional is also responsible for front desk tasks and supporting the Community Manager (CM) and Leasing and Marketing Director (LMD), as needed.

Duties and Responsibilities

General

- Adhere to the Company's policies and procedures
- Always represent the property in a professional manner
- Keep current on required training as assigned, including but not limited to Grace Hill training
- Other duties and responsibilities, as needed/assigned

Leasing

- Greet prospects and qualify them based the property's rental criteria
- Record all contact with prospects and residents in Entrata
- Follow-up with all prospects, using the established the follow-up procedures
- Using Entrata, create leases and verify that prospective residents have fully executed their portions of the agreement
- Support renewal efforts. Distribute and follow-up on renewal letters and offers
- Inspect tour route and model apartment(s) daily, communicate any maintenance requests to the Maintenance Supervisor

Resident Retention

- Support the front desk by answering the phone and meeting face-to-face with residents. Listen to all resident requests, concerns, or comments and make sure to follow-up with all residents in a timely manner
- Answer questions for residents about the community, rent, rules, repairs, etc.
- Accept rental payments and answer basic questions about resident/prospect ledgers
- Enter resident maintenance service requests
- Assist in planning resident events. Attend events and be an active participant as directed by the CM and LMD
- Contribute to the upkeep and curb appeal of the community on an ongoing basis

Marketing

- Participate in outreach marketing (housing fairs, on-campus events, etc.) as requested
- Advise residents regarding our referral program (if applicable)
- Assist in placing, updating, and removing signs, banners, balloons, etc.
- Help conduct market surveys and shop the competing properties on a quarterly basis

Qualifications

- High School Diploma or equivalent is required
- 1-2 years of customer service and/or sales experience highly preferred
- Strong communication skills
- High-energy and ability to work in a fast-paced environment
- Enjoy and take pride in providing excellent customer service
- Basic computer skills: typing and writing ability for correspondence, memos, etc.

Employer's Rights

This job description does not list all the duties of the job. Incumbents may be asked by their supervisor or managers to perform other duties. Incumbents will be evaluated in part based upon their performance of the tasks listed in this job description.

The Company has the right to revise this job description at any time. The job description is not a contract for employment and either you or the Company may terminate employment at any time, with or without cause, with or without notice (subject to applicable laws).

Accepted

Signature

Date

Print Name