

Leasing Agent

JL Gray

Job Title:	Leasing Agent	Work Schedule:	Full or Part Time
Reports To:	Site Manager	Exempt Status:	Non-Exempt
Prepared By:	JL Gray	Last Revision:	July 18, 2016

Position Summary:

The Leasing Agent is responsible for marketing, showing apartments and obtaining signed leases so that the property occupancy is at or near 100%.

The Leasing Agent is also responsible for getting lease renewals signed.

Core Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

Integrity

Ethical; honest; loyal; trustworthy; discreet and has character in all aspects of their life.

Communication

Ability to motivate, listen, and close the sale (lease). Has a sense of humor, a positive attitude, enthusiasm, compassion and empathy. "Seek first to understand and then to be understood."

Proactive & Effective

Is charismatic; is a self-starter, a team player, flexible; follows up and follows through. Sets and achieves goals. Takes responsibility.

Growth

Willing to learn and improve; teachable and coachable; adaptable and open minded; innovative and self-aware. Has can do/will do attitude, vision. Strives to find their voice and help others find their voice.

Essential Job Functions:

- Marketing & renting units
- Weekly market analysis. Keep up to date on specials being run by the competition.
- Update advertising on a daily basis on Craigslist (including move-in specials).
- Contact Asset Manager for changes to Zillow, ForRent.com, etc. on an as needed basis.
- It's critical to contact every referral immediately. Referrals come from e-mail, voicemail, etc.
- Request weekly feedback on telephone effectiveness and review with Asset Manager.
- Ensure that the office and the entrance is welcoming, orderly and smells good.
- When there are vacancy issues, keep snacks, water, coffee and soft drinks on hand.
- Greet prospects and qualify by covering all criteria (ask questions; utilize completed guest cards, etc.).
- Immediately record all telephone and in-person visits on appropriate reports.
- Fills out guest cards according to established procedures and maintains a daily traffic report.
- Inspect models and "market ready" units, communicate maintenance needs to Site Manager.
- While conducting a tour, demonstrate the benefits of the community and apartment. Apply product knowledge to clients' needs by communicating the features and benefits; close the sale.
- Have prospect complete application and secure deposit in accordance with the company procedures and Fair Housing requirements.
- Review available units on the dashboard, process applications for approvals. (i.e., credit check, rental history, etc.) Submit processed applications to the Site Manager/Asset Manager for approval. Follow up with applicant regarding status.
- Ensure apartment is ready for resident to move-in on agreed date.

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- Immediately follow-up on prospects that did not close and attempt to close sale again. If unable to meet prospects' needs, refer them to sister communities. Notify sister communities of the prospect.
- Secure applicant's signature(s) on appropriate paperwork prior to move-in. Orient new residents to community.
- Assist in monitoring renewals. Distribute and follow-up on renewal notices. Renew leases.
- Represent the company in a professional manner at all times.
- Collect & deposit rent promptly.
- Perform general office duties.
- Other duties as assigned.

Administrative Responsibilities:

- Accept rental payments.
- Enter lease information and complete appropriate paperwork. Input information accurately.
- Distribute notices.
- Assist management team with other tasks as required.
- Assist with implementation of community policies.

Minimum Qualifications:

Salesmanship - Ability to overcome objections and to close the deal. Have excellent telephone skills. Must possess a positive attitude and the ability to smile under all circumstances.

Basic education and experience - High school diploma or general education degree (GED) preferred or equivalent combination of education and experience.

Language Skills - Ability to read and interpret documents such as leases, advertising, community policies, and procedures manuals. Ability to communicate effectively one on one with customers, co-workers, and vendors. Must be able to speak the predominant language of the residents.

Transportation - Must have reliable transportation, a valid driver's license, and automobile insurance.

Additional Qualifications

- Fair Housing Certification - must obtain prior to interacting with prospective residents.
- Demonstrate an ability to support and contribute to the team.
- Demonstrate strong oral and written communication skills.
- Ability to work a flexible schedule, including evenings and weekends.
- Two (2) years' experience in relevant customer service preferred.
- Neat, clean, professional throughout the workday and when present at the community or on company business.
- Comply with expectations specified in the employee handbook.
- Demonstrate ability to diffuse and respond to customer concerns to avoid escalation of the problem.
- Pass drug test.
- Pass background screening.

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Work Environment:

This position is exposed to outdoor weather conditions.

The noise level in the work environment is usually moderate. Sensitivity of co-workers in close proximity is required. The employee must be able to complete their work satisfactorily in an environment where there are significant distractions, including but not limited to:

- Staff
- Clients
- Vendors
- Telephones ringing
- Conversations carrying over from adjacent areas

Physical Demands:

Amount of Time

	None	Less Than 1/3	Greater Than 1/3 to 2/3	Over 2/3
Stand			X	
Walk		X		
Sit		X		
Use hands to grasp, handle, or feel				X
Reach with hands and arms				X
Climb and balance		X		
Stoop, kneel, crouch, or crawl		X		
Talk or hear				X
Taste or smell				X

Section Two: Environmental Conditions & Physical Surroundings

	< 1/3 of the time	1/3 to 2/3 of the time	> 2/3 of the time
EXPOSURE TO WEATHER - Exposure to hot, cold, wet, humid, or windy conditions caused by the weather.		X	
EXTREME HEAT - Exposure to non-weather-related hot temperatures	X		
WET AND/OR HUMID - Contact with water or other liquids; or exposure to non-weather related humid conditions.	X		
NOISE - Exposure to constant or intermittent sounds or a pitch or level sufficient to cause marked distraction or possible hearing loss.		X	
VIBRATION - Exposure to a shaking object or surface. This factor is rated important when vibration causes a strain on the body or extremities	X		
ATMOSPHERIC CONDITIONS - Exposure to conditions such as fumes, noxious odors, dusts, mists, gases, and poor ventilation that affect the respiratory system, eyes or, the skin.	X		
CONFINED/RESTRICTED WORKING ENVIRONMENT - Work is performed in a closed or locked facility providing safety and security for clients, or fellow workers.	X		

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Amount of Time

Lift, carry, push, pull	None	Less Than 1/3	Greater Than 1/3 to 2/3	Over 2/3
Up to 25 pounds		X		
Up to 50 pounds		X		
Over 50 pounds (with assistance)	X			

VISION REQUIREMENTS: Check all that apply.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Close vision (clear vision at 20 inches or less)
<input checked="" type="checkbox"/> Distance vision (clear vision at 20 feet or more)
<input type="checkbox"/> Color vision (ability to identify and distinguish colors)
<input type="checkbox"/> Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus) | <input type="checkbox"/> Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
<input type="checkbox"/> Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)
<input type="checkbox"/> No special vision requirements. |
|---|---|

Employee Acknowledgment:

I have received and understand the essential duties and other requirements of my position as stated in the above job description. I am able to perform the essential duties with or without reasonable accommodations. Neither the attached material nor the processes and procedures described therein constitute or imply a contract or guaranty of employment with the employer. All employees are employed at will.

Print Name

Signature

Date