**Happy Residents & Renewals**

Intro by Matt (Tuesday) and/Or Ashley (Wednesday)

Welcome back for round 2 of our virtual “Be Present, I am here” Conference 2022. We hope you all enjoyed last week foray into the world of goodcall and look forward to some good discussion and roundtabling today as we talk about Happy Residents and how to keep them that way in the market today such as it is. Now, our awesome Facilitators Erika & Fatima or Carli & Shy will get us going with some awesomeness!

Ice Breaker: (10 minutes)

Icebreaker question: “Hey all of you guys who have been to Conference before in St. Louis, introduce yourself to the class and tell us what you miss the most about!”

**Start with Friends Clip**: “I want to quit the gym”- <https://www.youtube.com/watch?v=oh8PFs0LTKc>

Ask the class: Why did we show this clip?

Wait for answers….

We want you to put yourself in the mindset of our renter’s contemplating what to do at the end of their lease. And we want to make it the opposite of a gym, we aren’t trapping our residents into another lease term, we want to make it happy choice to stay with us with them feeling that they are getting as many benefits as possible from renewing.

* Have the class mention a time when they had to try and quit a place.

***(Send out virtual Starbucks gift cards to those that answer)***

* Example: A time they had to renew something in their life, agree to a contract, etc. Could be upgrading to a new vehicle, renewing a membership, a credit card or account.

Only if necessary, we can contribute examples:

Shy example: Car dealership trying to renew get her to renew her lease vs buying it outright. Contacted her by phone, text, email and by mail.

Carli example: refinancing a house due to lower interests and line of credit. Compares to continued maintenance in an apt, perceived free upgrades even though taking an increase. Not competing in a crazy housing market.

Funny Video- Anthony Anderson

<https://v.cameo.com/e/7jh51wkcEnb>

Happy Philosophy: (20 minutes)

\*\*\*\* BREAKAWAY NOW INTO 4 GROUPS **6 minutes**:

Breakout rooms 1 & 2: Come up with ideas for what **“Happy Residents”** means to them and ways to do this on site.

Breakout rooms 3 & 4: Come up with ideas for **HAPPY TEAMS**, what that means and how to do it.

**Each team will need to designate 1-2 captains to jot down the ideas and present the ideas when groups return to classroom**.

So this section will be broken into:

* Come back and Discuss Happy Residents & Happy Teams Stuff (outlined below after go over group answers)
* Questionnaire Section: Have class give examples of issues on questionnaires, get several different answers, then ask give specific examples of how they overcame them.

Announce: For this part we want feedback from you all, so raise your hand and we can call out who is speaking so that everyone doesn’t do the delay overlap thing we have become so familiar with in the last 24 months!

What do we feel our “Happy Resident Philosophy” really means?

Potential responses to keep the conversation moving:

* + Addressing work orders within 24 hours. Following up with the residents outside of the automated email to ensure work was done well.
	+ Resident events to increase the community feeling. What types of events are communities conducting during COVID to keep residents engaged? (can have potential examples here too). 12 days of giveaways, pick up to go event, super bowl packages to go, community yard sales, food trucks, food drives, online contests.
	+ Sending a small gift during a big life event (marriage, new career, etc.)
* *Questions To Ask: include potential responses to your questions to keep the conversation moving. Just saw your comments below go into some of these questions. Consider asking a general question of what challenges come up when we thinking about our Happy Philosophy? Then, add any missing and then discuss how we can overcome/prevent them for our teams going forward!*
	+ What are some challenges?
* Noise wars between neighbors
* Ongoing work order issues
* Parking complaints
	+ Ways to build Happy Attitudes?
	+ What are things you shouldn’t do when thinking of Happy Attitudes?
	+ What tools do you use to keep residents happy?
	+ What tools do you use to keep employees happy?
		- Great looking at this question as well! Happy Employees more likely equals Happy Residents! <3 <3 <3
	+ Let’s talk resident questionnaires, Everyone, THUMBS UP if you look forward to these twice a year or THUMBS DOWN if they stress you out?
	+ Why is the resident questionnaire important?
	+ Call out on the class to give an example of how they turned a negative situation into a positive one?
* *Topics To Talk About:*
	+ Challenges can arise when the office staff and maintenance staff do not work as a team. We should constantly be communicating with each, so that both the office and maintenance staff are on the same place. This will not only help prevent resident complaints, but will allow.
		- What issues arise between the two teams?
		- WHAT ARE SOME WAYS YOU KEEP COMMUNICATION FLOWING BETWEEN THE TEAMS OTHER THAN TEXT.
		- How are they handled, and what can be done to help prevent this down the road?
	+ Remember that our problems are not our residents’ problems. Sometimes, we tend to get caught on work, that we can show our frustration.
	+ Setting your work aside, and focusing on the residents. From throwing a resident event, building rapport with them in passing, remembering things about them for future conversations.
	+ Keeping your employees happy: staff meetings, food, snacks, words of encouragement, constant team building, fun work environment. By doing these things, we are keeping our teams friendly, approachable and steering them away from being condescending and or mechanical.
	+ Resident Questionnaire: Helps us find any issues the residents have, that they have not yet brought up to our office. Allows us to see areas for improvement. Usually, you also get great compliments. It is great to share this with the staff, this way they also feel appreciated.
	+ Examples of issues & ways to correct them:
		- Dog Poop: If resident has issues with dog poop fine all applicable, if possible, send out community update, make sure grounds is on top of picking up.
		- Issues with Parking: Start tagging vehicles with non-compliance, create assigned parking, implement digital parking passes for residents and guests.
		- Not wanting Increase: Offer renewal gift, go over community updates on amenities, offer one time concession, offer transfer
		- Issues with Neighbors: Go over patrol company, reach out to other residents, offer ways to buffer the noise especially when dealing with a constant dog barking.

Process of Renewals: (30 minutes) **START PDF PRESENTATION**

***Where do renewals start? \_\_\_\_\_\_\_\_\_\_\_\_\_ allow for them to answer….***

***WOW them at their Move In 100%!***

***Wow them at move in***

* *Questions To Ask:*
* What kind of move in gifts do you leave in their apartment?
* What other things can you do to wow new residents
* *Should begin with their move in*
* Move in gifts in their apartment
* 2-4 concierge vouchers to use during their initial lease term: dog walking, mail a package, drop off dry cleaning, gift wrapping.
* Making sure their apartment home is 110% ready on move in day
* Walking them to their apartment when you give them keys to ensure they know where to go and answer any questions
* Provide them a meal out on the team for their first night so they don’t have to worry about what they’re going to eat.
* Physically following up with the resident 1-2 weeks after move-in to ensure everything is good.

***120 Day Call***

* *Questions To Ask: provide example answers to keep conversation moving*
	+ Who does your 120 Day’s & when do you do them?
	+ What do you do for them?
* *Topics To Talk About:*
	+ Importance of the manager physically and picking up the phone and calling.

***Renewal Contacts***

* *Questions To Ask:*
	+ What do you first send out when you start working your renewals?
	+ How often do you contact your renewals?
	+ What types of letters do you send to their physical doors?
	+ Why is it important to keep in contact with your renewals?
	+ Do you send any type of letter, so they know the process of their move out and cleanings?
	+ Do you offer any type of walk through?
* *Topics To Talk About:*
	+ We should all be sending out some type of Renewal Menu (at least 65 days prior to lease ending), Anniversary Letter (around 60 days prior to lease ending), Smooth Move (no later than 1 week prior to lease ending), Offering to do a final walk through. Do you have example letters to share with the teams while going through this section? (if someone sends to me, Ashley, I can throw A power point together or we could share screen….
	+ Other good items we can send out, Times Up (past their 60 days), Acknowledgment of NTV
	+ Even when on notice, we should be calling them bi-weekly. Finding out if we can keep them, if they found a house, if they got the job, etc

***After Renewal***

* *Questions To Ask:*
	+ Renewal incentives: Ask for the class to give you out-of-the-box renewal incentives
	+ What are some renewal gifts that you have struggled to give away or implement?
	+ After they renew, do you follow up to see if they want to take you up on any incentives? Or do you wait for them to contact you.
	+ If they renew, do you send any type of thank you note?
* *Topics To Talk About:*
	+ Monthly Special Renewal Event: Every month anyone who has renewed their lease in the last 30 days gets an invite to an exclusive resident event for only renewals.
	+ Monthly Renewal Raffle: Each month everyone who has renewed in the last 30 days gets entered into a Renewal Raffle for a gift. Promoted and announced on social media.
	+ Phone a Gift In: When a resident renews, they get a renewal gift voucher that is good for the next 12 months. They can bring in the voucher at any time during their lease when they are ready to claim their gift.
	+ You can even gift a credit that they can use when the want to use it, at any time during their lease. Like, renew now and get $300 off any month, say the month you are going on vacation or Jan after the holidays!
	+ Sending a Thank You note/email

***Struggle with Current Increase***

* *Questions To Ask:*
	+ What types of increases are you seeing?
	+ How are you handling them?
	+ How are you deciding your increase?
	+ How are you checking your competitors’ prices?
	+ How are you overcoming rent increase objections?
	+ Again, provide examples to the questions you’re asking to keep the conversation moving.

*The rent increases should be a decent sized portion of this class considering this and home purchase are probably the two biggest reasons for move-out we’re seeing. Ask the class what they’re hearing and what ways are they overcoming increase objections to close the renewals while maintaining Happy Residents!*

**Closing statement:**

You guys were so awesome! We appreciate all the efforts you all put out on a daily basis… We focus a lot on leasing, as we should, but if we have HAPPY RESIDENTS then we have less new people needed. Don’t just provide housing, CREATE AN Experience with where they live… lots of good idea in here and we hope you implement some of them. Feel free to share your success stories as the year goes and we will include them in our Weekly Update. Now, your assignment, come on, we couldn’t send you off without one! Send Ashley one idea you got from class today, you plan to implement and how! Bonus points if once executed you send us pictures!!! Happy Renewals guys, we are so lucky to have you all.

Want to close with a send off from Tony Hawk!

<https://v.cameo.com/e/gUCJCAncEnb>