**The Playbook: Gameshow**

**Manuals, Happy Residents, Unreasonable Hospitality, Engaging, Team Building**

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**\*\* Ask people to remove their name badges as they walk in the class**

**Mission Statement: (2 minutes)**

To present and provide a unique and fun refresher on manuals, happy residents, unreasonable hospitality, the methods of Michelson’s engaging leasing & the importance of team building. We plan to do this by playing a game show in the style of *Family Feud*. The goal of this game will consist of interactions amongst your peers. Our goal is to have you walk out of the game show feeling refreshed and eager to take back creative ideas and implement them at their communities while driving home our Michelson core philosophies and policies.

\*\* 2 Game Show Hosts per session: One can be responsible for holding the cards and asking the questions, the other can take score, run the timer and sound the X Buzzer. And can alternate with this as game goes on.

\*\* What will we be wearing: Family Feud shirts ordered from Brad w/ MDX Marketing

\*\* Prizes: We’ve ordered small trophies for each member of the winning team in both classes. We also have GOAT stickers that we hope will fit on the trophies. They should arrive soon. We also plan to get candy and stick a piece or two in each trophy and lay some out on the tables.

Materials Needed:

* Large notepad easel (provided in classroom)
* Sharpie markers (provided in classroom)
* Microphone for each class (provided but optional if needed)
* Blank name tag stickers – ORDERED
* Small trophies for each member of winning teams - ORDERED
* GOAT stickers for trophies – RECEIVED
* 2 hotel bells for buzzing in during face-offs at start of each question – ORDERED
* Cellphone used as timer in each class. We can decide when we practice on Tuesday but we were thinking somewhere between 10-15 seconds before we use the buzzer as an X and move down the line.
* Buzzer - ORDERED
* Laminated cards with question & answers, 1 full set for each class – SHY AND I WILL PREPARE THESE NEXT WEEK
* Bag of candy

**Play Clip (2 minutes)**

Play FF music as everyone’s walking in? - https://www.youtube.com/watch?v=xL0vp\_Vo8YA

**Ice Breaker: (10-15 minutes)**

When attendees remove their badges, have them write their name and property on a nametag before taking their seat. When the class starts, we’ll pair people up quickly with someone from a separate region. Each person will have to learn at least 3 things about the other person not work-related. We will then call on people at random, ask whose name they had, and what they learned about them.

**How to play (5 minutes)**

**Start class by dividing the class into 2 groups (be sure to separate properties and each team needs a mix of office & maintenance staff) (2 minutes)**

**Thoughts on maybe teams of 3-4 and think Family feud on speed… We have enough bells on for this. So 4 teams of 3 faceoff… Just a thought. We can play this out on Tuesday when we cold run it.**

\*\* Questions for the game are listed below and are broken into 6 sections\*\*\*

Game will be broken into individual face-offs with 1 team member from each of the two teams. They’ll be asked a question, the first one to buzz in gets to answer the question. If they get it correct, play begins by going down the line of team members of that team (as in Family Feud fashion). If they answer incorrectly, the person who didn’t buzz in first gets to try to steal by answering correctly, then the game would proceed down their line.

There will be one point for each correct answer. After 3 wrong answers, the play of game goes to the other team to try to steal. The team can confer on the answer, if they get the answer correct on the steal, they get 2 points. If a person goes above allotted time (10-15 secs), the host will sound the X-Buzzer and that counts as a wrong answer and a strike against the team. This will help move along quickly with the large teams. We currently have 20 questions which would allow every person on each team to get a chance to do the Face-Off at the start of each question. We can probably allow the team to quietly help each other as it goes down the line for each question to make things go faster.

This continues on until there is 20 minutes left in the class period which we will save for the final round.

\*Some questions may have more answers than we’ve allotted for (we came across this when we did a version of the game in our LTEL) so we could allow any Michelson viewers (regional managers, Beau, etc. observing in the room) to be the judge if we accept that answer & give a point for it. After all answers have been exhausted for the given question, it moves to the next 2 team members facing off at the front of the room.

* Choose top 3 answers, what we think will be the best 3 and rank them. Then leave open ended and accept up to 7 more answers when applicable.

***Maintenance & Manuals: Pulled from monthly maint emails and manuals***

* Name important topics of the monthly maintenance safety meetings that are held annually:
  + Ladders
  + Dehydration
  + Slips & Falls
  + Freeze Preparation
  + Lifting
* List the ways the community benefits from our maintenance program:
* Helps increase traffic because of well-maintained curb appeal
* Maintenance is essential to helping rent the apartments by ensuring that the vacant apartments looks their best to show
* Helps keep move-ins smooth and happy with great attention to detail prior to move-in
* Contributes to the reduction of resident turnover
* Helps maintain the community’s physical value
* Helps maintain Happy Residents with timely work orders completed the right way first
* Help generate positive online reviews that help attract new residents to community.
* Name at least 6 items that should be done during an Apartment Preventative Maintenance:
  + Change batteries on smoke detectors
  + Change ac filters
  + AC coil cleaning
  + Inspect HWH (age of the property)
  + Check for foundation/wall cracks
  + Check the overall condition of the apt
  + Pet checks
* Name at least 5 items that should be done during an Exterior Preventative Maintenance:
* Gutter cleaning
* Check and clear drains
* Periodic insecticide spraying around exterior of the apt buildings
* Power washing buildings, breezeways and common areas
* Exterior light checks
* Cleaning out dryer vents
* Name points that should be completed when entering work orders:
  + The correct apartment #/resident for the WO
  + Being detailed on all work orders put into the system
  + Make sure entry notes are updated for residents with specific “enter” needs
  + Communication between office, resident and maintenance
  + Always filing out the category and subcategory
  + Managing work order priorities
* Name at least 6 maintenance emergencies:
  + Smell of gas
  + Electrical spark
  + No heat, and it is 60 degrees or below
  + No AC, and it is 80 degrees or above
  + Any flooding
  + Inoperable refrigerator
  + In operable toilet when there’s only 1 in the apartment
* Work order priorities that must be completed before the end of the day:
  + Garbage disposal
  + Clogged toilet (if they have 1)
  + No AC, above 75
  + Minor leak such as a sink or AC
* List 5 things that should be done when work order completed each day:
* Maintenance should always leave the 2nd page of the work order in the residents apt
* If work order is completed in the same day, it should be stamped/ written in “Same Day Service”
* Office should follow up with each completed work order within 24 hours
* Office should follow up with completed work orders by phone call at least 3 times (3 times?)
* Close the WO in Yardi

***Leasing Manuals:***

* What are 5 important factors to office appearance
* Neat and orderly
* Music
* Scent
* Wow Fridge/ Snacks
* Office attire
* Name 5 of the Michelson Phone Etiquettes
* Answer quickly, with relay we should not let it ring for long at all. Will also accept within 2 rings.
* Thank You for Calling Boulder Creek Apts this is Fatima **AND I** can help you
* Ice Breaker at the start of the call
* Engaging Leasing/ Becoming their friends
* Making sure missed phone calls are returned immediately
* Always be positive & helpful: No matter if we can help them or not
* Avoid saying “we have a special…”
* Do not give out price quickly or without getting budget, avoid price if possible.
* How to handle a lease violation- Give 4 steps that need to be taken
* Call 1st- prior to an actual violation
* Friendly reminder letter/email- prior to an actual violation
* An actual lease violation
* 2nd lease violation (give a time for them to make a correction)
* Name 5 important items we look at it during the application process.
  + Income Requirements w/ proof of income
  + Credit Report
  + No evictions or judgements to include: owing apt community/ landlord
  + Criminal History
  + No Open Bankruptcies
  + Rental Verification
  + No Magicians (just kidding)
* 3 important items when rejecting an application:
* Keep it profession and courteous about rejection
* If questions asked, refer them to the credit bureau (NEVER discuss findings with applicant)
* Send Adverse Action Letter IMMEDIATELY
* What are the protected classes under the Fair Housing Act?
  + Race
  + Color
  + National Origin
  + Religion
  + Sex (including gender identity and sexual orientation)
  + Familial Status
  + Disability
* What steps do we take to maintain Fair Housing compliance?
  + Fair Housing posters
  + Fair Housing logo on marketing materials
  + Reasonable accommodations in apartments when needed
  + Equal screening for applicants
  + Treating each resident the same
  + Not saving ID’s in files until the application is approved
* List 5 Lease Expiration Management Tools:
* Always update lease expiration board
* Lease expiration overview report for 13+ months
* Make sure all staff has access to lease expiration end dates sent out by corporation
* Do not approve apps in months that are full, ALWAYS get them to move the term prior to approving.
* Good communication with maintenance on Early Terms, Skips, Evictions, People who vacate earlier than end date but still paying rent.
* What are some important steps done throughout the lease term that contributes to our renewal process?
* 120 Day Call
* Peach Card
* Renewal Menu
* Anniversary Letter
* Engage throughout renewal process
* If notice is given: efforts should be given to retain the resident
* Smooth move-in
* Resident events
* 24 hour work orders

***Happy Residents:***

* Name 6 items that should be given to a new move in:
* A Move In Gift
* Michelson Resident Handbook
* Michelson Tips and Guides
* Community site map
* USPS change of address cards
* Discount coupons from local business
* List 5 Resident Questionnaire/ Surveys that are sent out via email to residents:
* Bi- Yearly Resident Questionnaire
* Notice given survey
* Maintenance work order survey
* New move in survey
* Past resident survey
* Renewal survey
* List 5 reasons our resident questionnaires and surveys are important:
  + Provide important feedback
  + Brings issues to the front we may not know about
  + Open communication to the residents and prospects where they can communicate in their own words.
  + Allows for bragging on the teams
  + Generates conversation resulting in reviews.
* Name a few social functions that you can host aside from traditional holidays:
  + Happy hour
  + Yappy Hour
  + Dinner on us
  + Painting with a Twist
  + Monthly Brunch
  + Pool Party
  + Casino Night
  + You will get a ton of answers here not listed. YAY. Someone list them. We will send out after conf.
* Going above and beyond for the residents:
  + Sending birthday cards
  + Sending small gift for marriages or babies (life events)
  + Nominating a resident of the month
  + Holding a parking spots for a specific month
  + Knowing their name
  + Showing empathy and sympathy when needed.
  + Listening and assisting when it is very easy to preach policy and not hear them.
  + Being present and making living there simple and fun

**Champions/Lightning Round (final round of game)**

For this round, the team with the most points will go first and they can answer together as a group. Each correct answer gets 1 point. The points will be added to each score from the main round and the team with the most points will win the game and the prizes.

We will have 7-10 questions based around Michelson specific answers (to be fully determined, can add or take some away)

* What year was Michelson founded? **1927**
* How many communities does Michelson currently have? **22 plus 2 envoy and 230. So 22 or 24 will be correct.**
* Name 3 of the 5 of the Michelson employees who’ve been here the longest:
  + **Bruce Michelson- 58 years**
  + **Jack Porter- 49- Years**
  + **Bob Lazaroff (Lazz-A-Roff)- 45 years**
  + **Larry Williams- 44 years**
  + **Tom Eschbacher (Esh-Bach-er)- 43 years**
* How many area managers (or regionals) are there?
  + **Area Managers: 3**
  + **District Managers: 1**
  + **Regional Managers: 5 (Includes VPs)**
* Name the 3 requirements to hit the Summit: **100% on Summit Dates, $0 DQ on 10th, rents comparable to comps**
* Name the 4 main principles of the *FISH* book **Play, Make Their Day, Be Present, Choose Your Attitude**
* What is the most recently acquired Michelson community?
  + **Alinea**
* Which community has currently been with Michelson the longest?
  + **Southmoor, Park Forest or Kensington West will be accepted.**
* Name 6 of the 10 Michelson accountants
  + **Lisa, Allison (AP)**
  + **Gwen, Janet, Kim Bono, Kathy, Judy, Iris,**
  + **Tammy as bonus**
* Name at least 2 states we no longer own communities in: **Virginia, Colorado, North Carolina, Maryland, Indiana, Minnesota, Washington**
* What are Charles and Meghan’s official titles with the company? **Property Management Coordinator**