

The One Where Winner Takes All

Happy Residents/Prospects, Engaging, Manuals and Team Building

Facilitators

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Mission Statement: (2 minutes)

Our mission is to present an engaging and fun approach with a refresher on Michelson's dynamic methods. *We strive to create a fun experience by incorporating the entertaining trivia game featured in Friends Season 4 Episode 12.* Through this interactive game, our goal is to foster meaningful interactions among peers, leaving participants feeling revitalized and inspired. We are committed to instilling the importance of team building while emphasizing the core philosophies and policies of Michelson. By providing a platform for creativity and collaboration, our aim is for participants to leave the game show equipped with fresh ideas and a renewed enthusiasm to implement them within their communities.

Play Clip (as people enter the room)

Play Smelly Cat Clip – I need to feel like you really care!

<https://www.youtube.com/watch?v=BzIK7Ty8aCg> or
<https://www.youtube.com/watch?v=XNXIZulBJKs>

Game Plan/Notes:

- 2 Game Show Hosts per session: One can be responsible for board asking the questions, and other can keep score. We can alternate.
- What will we be wearing: "Everything I know In Life, I Learned from Michelson Friends" T-Shirts ordered from Brad w/ MDX Marketing
- Prizes: Gift Boxes with surprises inside.

Materials Needed:

1. Large Board for Game & Score Keep – Erika will design & order through awnings
2. Laminated Cards with questions
3. Over-Sized Coin for coin toss – Amazon
4. Facilitators T-shirts – Erika will also design & order
5. Large Buzzer - Amazon
6. Large Stop Watch/Timer – Amazon
7. Large note pad to write answers
8. Gift Boxes - Amazon
 - Crinkle paper
 - Friends car air freshener
 - Friends Socks

- Friends Shot Glasses – “How you doin?”
 - Key chain – “I’ll be there for you”
9. Friends Party Table Clothes - Amazon
 10. Welcome Friends Banner –Amazon

Ice Breaker: (10-15 minutes)

Find Your Pair:

Write different words on a handful of Post-it notes, making sure each word is part of a pair. (For example, if you write “salt” on one of the Post-its, make sure to write “pepper” on another.)

Stick a Post-it on each person’s back. Their goal is to walk around the room and ask the group open-ended questions until everyone has found their pair. Questions cannot be “What does my Post-It say?” or something similar to give the obvious answers.

Have each pair tell each other their name, property, and something about themselves that the other shares to the class.

Play Clip (Before we start game & go into details)

Friends show trivia clip

<https://www.youtube.com/watch?v=VEYqKitZMWE>

How to play (5 minutes)

Start class by dividing the class into 4 teams groups (be sure to separate properties and each team needs a mix of office & maintenance staff) (2-5 minutes)

1. Coin Toss – The winner gets to go first and chooses the category.
2. Designate a leader so that not everyone is yelling.
3. They will be asked a question from the category they selected and have 15 seconds to answer. They will have a small dry erase board to write answer. If correct, they earn a point. Then, it's the other team's turn, and they get to choose a category. If they answer incorrectly, it's the other team's turn to select a new question, and the game proceeds accordingly. Each team will answer 20 questions, earning a point for each correct answer. The first team to answer 20 questions wins.
4. Even if there is a winner or a tie, a "Lightning Round" will take place 10 minutes before the class is over.
5. Whoever wins the "Lightning Round" is the official "Winner Takes All."

Questions for the game are listed below and will be broken into 4 categories. Each category will have 7 questions.

1st Category - 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 6 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
- Name 5 ways in which we interact with residents to promote a Happy Resident Philosophy and how they're used.
 - ✚ In-person at resident events
 - ✚ Email blasts to provide updates
 - ✚ Social media to promote events and highlight your team/community/residents
 - ✚ Texts to give updates
 - ✚ Phone call to discuss renewals
- Besides Happy Residents, what are at least 5 benefits to creating a Happy Resident atmosphere?
 - ✚ Higher community reviews!
 - ✚ More resident engagement online and in events
 - ✚ Resident referrals
 - ✚ They have positive things to say when on a tour with a prospect!
 - ✚ It typically means you're also creating a Happy Team!
 - ✚ It shows your residents you care about the community you work at.

- List 4 ways to show off our Happy Residents for new prospects
 - ✚ Survey's
 - ✚ Social Media
 - ✚ Office picture frame with testimonials
 - ✚ Emails
 - ✚ Positive recent online review (why we try to get them weekly).

2nd Category - Maintenance & Manuals:

- Name important topics of the monthly maintenance safety meetings that are held annually:
 - ✚ Ladders
 - ✚ Dehydration
 - ✚ Slips & Falls
 - ✚ Freeze Preparation
 - ✚ Lifting
- List at least 6 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 look 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.
- List 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 at least 4 items 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
- Name at least 4 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

3rd Category - Leasing Manuals:

- What are 5 important factors to office appearance
 - 📌 Neat and orderly
 - 📌 Music
 - 📌 Scent
 - 📌 Wow Fridge/ Snacks
 - 📌 Office attire
- 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)
- 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 are 5 steps 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.
- Name at least 6 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

4th Category Making a Friend/Engaging & "It's All Relative":

- What 4 qualities can make you successful at Engaging
 - ✚ Authentic communication
 - ✚ Listening
 - ✚ Open ended questions
 - ✚ Going beyond small talk
- 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.
- 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
- Name at least 4 important factors to engage with prospects that are "not ready to fill out application"
 - ✚ Determine if there was anything else they were looking for in their new home.
 - ✚ Ask what it would take to get them to lease that day.
 - ✚ If viewing other comps, use your Market Notebook to review (objectively) the differences between them and our community.
 - ✚ Identify your audience & provide useful content
 - ✚ Inform about community and how we interact
 - ✚ STAYING ENGAGED
 - ✚ Show off your success
 - ✚ Be persistent but not pushy
- List 4 reasons why the maintenance staff is essential to leasing an apartment and resident retention
 - ✚ They maintain curb appeal
 - ✚ They bring the aesthetic and apartment to life
 - ✚ They maintain their home during their stay with us
 - ✚ They are sometimes the ones that interact with residents most
 - ✚
- What 5 services can you provide to ensure effective resident retention as the foundation of Michelson?
 - ✚ Provide what was promised
 - ✚ Your willingness to help
 - ✚ Inform of changes in your property
 - ✚ Understanding your neighborhood and competitors as they grow
 - ✚ The way you present the community and yourself.
- List 5 ways you can increase your traffic
 - ✚ Social Media Ads
 - ✚ Keeping Google, Apartments.com, Zillow etc updated
 - ✚ Outreach Marketing
 - ✚ Reviews
 - ✚ Local events

Lightning Round (Final Round, Winner Takes All) – Last 10 mins of Class

For this round, the team with the most points will go first or if tied we will flip a coin. They can answer together as a group. Each correct answer gets 2 points.

We will have 10 questions based around Michelson specific answers

1. What year was Michelson founded? **1927**
2. How many communities does Michelson currently have? **22?**
3. Name 4 Area Managers (non-RM's)?
 - a. **Fatima Viera**
 - b. **Missy Behrns**
 - c. **Tommy Ledbetter**
 - d. **Mike Schenk**
 - e. **Kim Nations**
4. Name the 2 requirements to hit the Summit: **100% on Summit Dates and \$0 DQ on 10th**
5. Name the 4 main principles of the *FISH* book: **Play, Make Their Day, Be Present, Choose Your Attitude**
6. How long has Dawn been with Michelson? : **18 Years**
7. What year did Shannon become a Property Manager with Michelson? : **2022**
8. Name the 3 Texas Properties?
 - a. **Boulder Creek**
 - b. **Westshore Colony**
 - c. **The Vineyards**
9. Which community has currently been with Michelson the longest?
 - a. **Southmoor, Park Forest or Kensington West will be accepted.**
10. What do the 3 Q's stand for in Michelson's Mission?
 - a. Communities
 - b. Homes
 - c. Service