

## **Bill Nye The Apartment Guy**

- Power of Gratitude
  - How you talk to someone today dictates how you can talk to them tomorrow.
  - The Power of Perspective – learn to Elevate and not Escalate
  - Master these four things:
    - Interest – concern or curiosity
    - Attention – listen with great care
    - Devotion – selfless dedication
    - Friendliness – acting with good will
  - Practice appreciating “Who” instead of “What”
  - Gratitude makes what have enough.
- Customer Service & High Occupancy
  - Occupancy is not a goal, it is an outcome of having the right goals.
  - Great occupancy is the result for doing four things great:
    - Great lead management (the lifeline to your business)
    - Great sales skills
    - Great customer service skills
    - Great looking product
  - Whatever the resident wants, try to make it happen
  - Be Intentional – everything we do should be done with intentionality.
    - The purpose is clear and fully understood. It is to make something better.
    - You are growing something every moment of every day. Are you growing what you want, or are you growing weeds?
  - Intentional Communication
    - New habits must be formed. This requires repetition.
    - Over communicate.
  - Imagination
    - Imagine the unimaginable
    - Great customer service requires great imagination
    - Ask the team “What if?” to imagine new ideas.
    - Imagination always has us playing the part of the hero.
  - Changing Culture
    - Hard work
    - Be accountable
    - Care of one another