

Renewals/Happy Residents/Summit

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Mission Statement:

(SLIDE 2)

Our mission is to create an exceptional living experience that leaves our residents overwhelmingly happy. We are dedicated to ensuring their needs are met and their expectations exceeded, fostering strong relationships within our community. We strive for excellence by consistently going above and beyond to be remembered, making a positive impact in the lives of our residents. Our commitment extends to achieving high lease renewal rates and maintaining 100% occupancy through our unwavering dedication to exceptional service. We aim to differentiate ourselves as the preferred choice for residents, leaving an unforgettable impression that sets us apart in the industry.

Ice Breaker: (10 minutes)

(SLIDE 3)

- The class will start by facilitators telling the class a way they have been there for a resident.
 - Examples: When the snow-apocalypse of 2021 happened. There was an entire building without water at Vineyards. The staff hand delivered a case of water to every door in that building, opened up vacant homes in building that had water, supplied and refilled 5 gallon buckets full of water so residents can flush toilets.
 - On Christmas Eve, Walden Glen had a resident without power (not because they didn't pay their bill). Tracy went out and helped the maintenance figure out what was causing that apartment to not have power.
 - Sending sympathy, birthday, anniversary cards.
 - Sending baby blankets to residents that are expecting.
 - Sending "The Love" blanket to residents that are ill – on Amazon.
 - Sending a Hello Sunshine Box to residents that are sick, or to just brighten their day
- Then class facilitators will call on individuals in the class to tell us:
 - Their names
 - Community they are at
 - How they have been there for a resident, and how it impacted the rest of their time at the community.

PIVOT: (3 minutes) Friends clip <https://www.youtube.com/watch?v=8w3wmQAMoxQ>

(SLIDE 4)

When things aren't going the way we expected or find something new/better, we need to be able to pivot!

Happy Residents: (10 Minutes)

(SLIDE 5)

This section will be broken into:

- Happy residents and what this means
- Questionnaires
- Happy Employees

Have them give feedback, discuss this as a group and write them down.

- What does Happy Resident mean to you and how can they positively impact the community?

(SLIDE 6)

- Residents who renew
 - Write positive reviews
 - Come to your events
 - Refer other people
 - Engage with other residents
 - Going above and beyond for our residents daily.
- What they have done to follow the Happy Resident Philosophy?

(SLIDE 7)

- Reference back to the Ice Breaker to emphasize some of their points?
 - Take a package to their door
 - Took groceries inside an apartment when a delivery person left them at the door
 - Calling past residents that still have packages delivered to our office
 - Building connection with their personal life events
- What are some challenges that you have faced and what you did to make all parties happy?

(SLIDE 8)

Examples:

- Pet waste not being picked up properly
 - Send out a mass letter to the property about making sure this is being handled
 - Make sure maintenance has appropriate tools to pick-up when doing morning trash check.
- Noise war between neighbors
 - Address this in a written warning to the neighbor if they have sent in valid complaints
 - Have a sit-down with both parties to see if they can rectify this
 - If available, transfer one of the parties to a more appropriate apartment.
- Parking complaints
 - Enforce stricter parking rules and have maintenance/office/onsite officer tag at different times of day/night
 - Enforce digital parking pass & enforce towing for vehicles not registered.
 - Boulder Creek uses Parqking, all car license plates are registered in a digital system. Towing company has access to tow vehicles that are not registered.
 - Parking pass hanging from the review mirror or a sticker on your windshield

- Gate/FOB issues
 - Stay in communication with residents if the gate is damaged and give a time frame for repairs
 - Always give empathy, put yourself in their shoes
- Work order issues that have not been handled to their liking
 - Get with the maintenance team to see what we can do to have this handled properly
 - Schedule a time when the resident will be home so she can give feedback while the tech is in her home
 - Have the Supervisor join the tech who did the WO to work through the issue with them.

****Questionnaires and Happy Teams:**

(SLIDE 9)

Facilitators can explain to class that a good Resident Questionnaire score will not be possible without Happy Residents.

- What makes a good questionnaire score? Happy Residents!
- Where does that start? With us/the teams!

(SLIDE 10)

- What are things that make you feel valued as an employee and member of your team?
 - Celebrating staff birthdays
 - Buying breakfast/lunch
 - Praising the staff when they do good
- How can we continually motivate our teams in a positive manner?
 - Food, words of encouragement, a staff member of the month, thank you cards, have amenities closed for a few hours for staff (pool and grills, game room, etc.), bonding outside of work.
 - What do we do to avoid miscommunications amongst team members?
 - Miscommunications can lead to upset staff, upset residents, and issues with move-ins, move-outs, renewals, work orders, etc.
 - Workgroup chats, make-ready boards, leasing boards, weekly meetings, and detailed work order notes.
 - Communicating immediately when any situation is to change.
 - Remember that we all have the same goal and working on that team will make reaching that goal more attainable!

(SLIDE 11)

- We of course should always be working towards Happy Residents daily, but sometimes we don't hear about what's going wrong until we get our questionnaire responses back!
- The quiet residents are not always "happy"; we find out too late if they have complaints.
 - How do we handle resident issues brought up in questionnaires?

Examples:

- Go over questionnaire responses with the entire team so they can hear the positive and negative feedback from residents.
- Hand-written letters from staff with a personal touch
- Write up all work orders given by residents in your Resident Questionnaire
- Get with supervisor and get a game plan put together to correct all issues/work orders.
- Put in place easy-to-implement ideas/social events given by residents
- And always remember, we can't say how a resident should feel and shouldn't get defensive by responses. We should adjust the way we interact with upset ones to convert them to a Happy Resident!

(SLIDE 12)

- Ask the class – outside of WO's, what have you taken from your questionnaires and used at your own community to benefit residents as a whole?
 - Residents suggest a new amenity or event, so taking their advice
 - A review to add package lockers
 - A resident suggested a mini bird house/library
 - If a new amenity, add a note next to it saying "Thank you Jane D. for your suggestion on how we can improve the space!"

Renewals: (20 minutes)

(SLIDE 13)

Have the class give feedback, discuss this as a group and write them down.

- When does the renewal process start? **Whoever answers 1st gets a our custom apron!**
 - First interaction we have with them...it all starts with first impression and following through from prospect > resident > renewal!
- What do we give as move-in gifts (this also goes with unreasonable hospitality)?

Examples:

 - Give specific gifts to move-in based on conversations you had with them:
 - the Move-in loved the Scentsy in the office so bought her the same one!
 - Baby blanket to someone expecting
 - Give a dog bone or cat treat when they have an animal
 - Move in essentials, front door mat, goodie bags, pool towel.
- Who does the 2233 memo and what do you do that sets you apart from the rest?
 - It takes a team effort, certain roles can do each part of the 2233
 - Constantly checking in with residents after they move in
 - How has the structure of the 2233 changed, now that we switched to CRM?
 - What do we talk about on our two-week call?
 - What do we give as a goodie bag?
 - How do we ensure the peach card is handled ASAP and do we follow up?
 - What do you talk about on the renewal 120-day call? Who handles this call?
- When are we sending out the renewal menu and calling to talk about their plans?
 - The Anniversary Letter goes out 90 days prior and Renewal Menu is 75 days prior to their lease ending. This may vary per property.

- What do we send out with a renewal menu to make it more fun for the residents?
 - Goodie bag, anniversary letter, something punny!
 - How do you handle them going past their 60-day notice? Contacting via email, phone call and letters to the door
 - To grab their attention we will send them the MTM form with pricing
 - Do we have any specific material to let them know or are you auto-renewing the next day? Ex: Once they are 1 month away from their lease expiration, you can send them the MTM form making them aware of the changes they will be charged. Who offers Renewal Gifts? What are some examples of gifts you give away and how often do you do it? What feedback have you received from the residents on this? Snack bags, raffle with prizes such as Dyson Vacuum, Ring Camera
- Renting has so many benefits! Make sure we are talking about this with everyone.
 - Moving is extremely pricey (maybe even get quotes from companies nearby), comes with new deposits that people also forget
 - No yardwork
 - You don't have to worry about maintenance and won't even have to change your lightbulbs
 - Amenities- gym, pool, rentable items, free copier and coffee
 - Onsite friendly office staff to help when needed
 - Lots of fun free events
 - 24HR maintenance
 - Sense of "Community"

Role Play- How to overcome objections during the renewal process:

(SLIDE 14)

Break into groups of 4 and each group will get a renewal objection and have to figure out ways to overcome this (Each group should have maintenance and office staff! This will be a good way for them to see each party's side of things)

Will need 8 groups of 4. Each class will have 32-33 attendees.

Since Maintenance is in the class, make sure maintenance is split up so they can see what the office goes through during renewals and why they make a huge difference in the property's renewal retention

Objections: Each group will be given 2-3 objections to discuss ways to overcome them during the renewal process.

- I have had so many maintenance issues since the day I moved in this is ridiculous!
- That increase is too high! I could go to the new complex down the street and get it for \$100 cheaper
- The communication from the office team is not great, they can send out messages about resident events, but they never notify the property when they have car break ins.
- I've been a loyal resident for 11 years I shouldn't have an increase!
- My neighbor is paying \$150 less than me and I have been here 1 year longer than her!

- **There is no way I am paying more with all this construction going on right next to my apartment!**
- **Times are really tough right now. Is there anything you can do for me to have no increase?**
- **I'm really wanting to buy a house but haven't even started the process!**
- **You have increased our rent over \$400 the past 2 years. I am paying way too much for what this property offers.**

Call on each group to have them tell the class their objection and how they have overcome it. Discuss if anyone else has any ideas on what could have been done.

- Besides what we talked about during the exercise, what are some of the other common renewal objections we're hearing? How have we been able to overcome them?
 - Growing families that need more space, want a bigger sq ft apt that you don't have
 - Residents losing their jobs
 - Upgraded appliances

Summit: (10 minutes)

(SLIDE 15)

- What are the two things needed to hit the summit? **Whoever answers 1st gets a \$5 Starbuck gc**
 - Zero DQ by the 10th
 - 100% Occupancy by *at least* 1 of the 2 Summit Dates

(SLIDE 16)

Show MSR stat on PowerPoint and ask the 3 highest % properties what they do to get the majority of their property on ACH

- Who here does not require residents to be on Automatic Draft?
 - If someone says no, have them explain why they do not require ACH
 - For the ones that have the most, have them explain how they got that high
- Who here makes it mandatory to be on ACH?
 - Have we tried running a fun contest to get people on ACH?
 - Bingo square or require to play, remembering to check it upon renewal as a way to lower renewal rates
 - Similar to above, some type of monthly incentive that is only for residents on ACH.
 - What are some ways you can increase the number of residents on ACH?
 - Hold contest
 - Require it for new move-ins or renewals getting a concession.
- What can stop us from hitting the summit other than the two things listed?
 - Transfers that doesn't move out/in on the appropriate dates
 - Last minute cancellations
 - Delinquency – always remember that even if occupancy is a little bit lower than what you'd like, do not waiver on your qualifications as they may end up on DQ and go unpaid for 2-3 months while you wait for eviction.

- Allowing someone to move out on a date other than the 2 Sundays
- Vendor delays (counter top, cabinet, flooring install)
- Evictions/Skips/Cancel
- Not staying on top of your leases to ensure they are scheduled to move in by the Summit Date
-
- How do we overcome these hurdles to still make it to the top?
- COMMUNICATION!
 - Circle on our previous conversation in Happy resident: Without proper communication between the office and the maintenance team. The Summit is not possible
 - Ex: An apartment gets leased last minute, and needs to move in within 5 days for you to hit the Summit. Explaining this to your lead and coming up with a game plan
 - Your maintenance supervisor communicating to the office when there is a vendor delay. Working to find a solution.
 - Office communicating with maintenance supervisor when a move in date changes
 - Office warning maintenance supervisor that an apt might be skipping
- Why is it important for the team to believe that they can hit the achievement of reaching the Summit?
 - The entire team has to have a goal to work towards.
 - Always be aware of your summit dates
 - To get the recognition
- Who enters the make ready dates at your community? Why does that work for you?
 - How do we communicate make ready dates in with the office and maintenance?
 - How do we keep do you keep leasing up to date with changes with make ready dates?
 - Perform pre-walks well ahead of time to ensure we have all appropriate items in place to get the apartment turned in a timely manner.
 - How do you make sure that you are getting all the information needed when doing pre-walks
 - Creating a checklist for maintenance
- Why is it important to follow the make ready dates on the availability?
 - You don't want the move in date to be passed the Summit date. Or too soon where maintenance didn't have enough time to get the apartment turned. Always communicate with your lead.

(SLIDE 17)

Show examples of the Make Ready Board on the Power Point

- Maintenance, why is it so important to update your make ready board daily?
 - So move ins are not missed
 - So the maintenance team is fully aware of the work load that they have
 - So we have an idea that everything is on schedule for the make ready date
- Unexpected move-outs- terminations, MTM, skips, evictions, etc.

- How do we handle these end dates? Discuss ways to plan and prevent end dates from not lining up with the 2 Sundays given for move outs
 - You can add a note on all month-to-month forms letting the resident know when give notice, they can only pick 1 of 2 Sundays as their move out date
 - Sometimes you will have to allow someone to give a 55 day notice or even a 62 days' notice in order to line up with their Summit Date.
- How does everyone handle vendor delays that affect your move in dates? Usually seen with properties going through a rehab. **Have Fatima and Becca talk about this since they deal with this regularly**
 - Contact move ins to discuss a move in date
 - Automatically changing all move in times to after 12pm
 - Consider back-up vendors when your go-to one isn't available
- How are we ensuring that a move out date for a transfer, is not going to affect the property reaching 100% occupancy on the Summit date?
 - Make sure their move out date is at least 10 days prior to your next summit date
 - Communicating with your staff and maintenance that an apartment is transferring, the apt they are moving out of has to be ready by the next Summit date.
- How will last minute cancellations effect you not reaching the Summit? What can you do to prevent this?
 - Ensuring all leases are signed within 3 days of an approved application
 - Follow up with moves ins a week prior to moving in and then again, the day before.
- How does work order follow ups and major complaints play a factor on you hitting the Summit?
 - Lower Renewal Retention
 - Causes employees to be upset
 - Stress with office and maintenance
 - Could take time away from a turn or other items that need to be completed.

Lease expiration management: **Show slide on PowerPoint with Lease exp boards**

(SLIDE 18)

- How are we keeping track of lease expirations?
- Do you have any unique tips and tricks that have helped you manage and not overload an end date?
- What if someone wants a short-term lease and that end date is full? How do you not lose the lease/renewal?

Trivia: (7 minutes)

(SLIDE 19)

The winner will win a \$10 gift card- 8 gift cards, 4 for each class. There will be 4 trivia questions.

(SLIDE 20)

- What is the average renewal % for Michelson in 2023?
 - 53.38%

(SLIDE 21)

- What is the average increase for 2023?

- \$95.30

(SLIDE 22)

- What year was the Superhero theme for conference?
 - 2017

(SLIDE 23)

- What is the average concession given in 2023?
 - \$176.30

(SLIDE 24)

- How many cups of coffee does Starbucks serve annually?
 - 4 Billion

Items for this class:

- We will be dressed as baristas. MDX is working on 4 aprons + 2 for the winners of the Renewal Question
- Starbucks Gift Cards:
 - 8 for the Trivia questions
 - 2 for the Summit Question

Need to purchase:



Zhanmai Inflatable Microphones Blow up Microphone Assorted Colors Inflatable Microphone Props Plastic Toys for Musical Concert Themed Party Birthday Party Decoration Role Play Supplies(42 Pieces)

\$19.79
Business Price


In Stock
prime & FREE Returns
 This is a gift Learn more
Number of Items: 42
Qty: 1 | Delete | Save for later | Compare with similar items | Share



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\$42.99

#1 Best Seller in Loveseat Slipcovers
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 This is a gift Learn more
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