

# *Let's Play*

## *Happy Residents/Prospects, Engaging, Manuals and Team Building*

### Facilitators

Mike Schenk, Sarah Wood, Shannon Vargas, Savannah Casady

*Class A: Shannon & Savannah*

*Class B: Sarah & Mike*

### As People Enter:

Music: <https://www.youtube.com/watch?v=dOT2trpnZPk> Jeopardy Theme Music Remix

### Mission Statement: (2 minutes)

This roundtable is designed to explore and discuss how we can effectively engage with each individual—residents and colleagues—by aligning our actions with company policies and fostering a positive atmosphere. We will focus on creating an environment where everyone feels valued, motivated, and inspired by choosing a positive attitude, even in challenging situations. By embracing the FISH philosophy, we will learn how to respond to challenges with professionalism, while also building authentic, mindful connections with our residents to enhance their experience. Small gestures of appreciation go a long way in creating happy residents, and this roundtable will guide you in incorporating these practices into our daily interactions. We will also promote a culture of creativity, fun, and teamwork, helping you develop skills that make policies and procedures feel natural and effective in creating a positive impact.

### Game Plan/Notes:

- 2 Game Show Hosts per session: Class A, Shannon & Savannah; Class B, Sarah & Mike
- What will we be wearing: [“game night host” shirts](#) for “play”
  - Matt to order: *Medium, Large, XL, and 2XL - all in “men” and preferably black or dark heather grey color*
- Prizes: \$10 gift cards for the winning team of jeopardy; Tic Tac Toe games for ice break winners
  - Matt to order
  - Facilitators will take names of winners to keep track of GCs

### Materials Needed:

Room Decor - Matt to order

- FISH! [Fish Hanging Decor](#) - just a few to be able to hang up throughout
- Choose Your Attitude [Emoji plush](#) - one or two should be enough to spread on each table
- FISH! [Fish Nets Decor](#) - enough to either hang up and put the fish decor on OR to put on each table?

- Play [Mini Tic Tac Toe](#) – multiple; 2-3 per table?
- [Buzzers for jeopardy](#) - will need 4 AAA batteries (2 per buzzer) purchased/provided separately
- Will need paper/pens for teams to keep track of discussed answers

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

Ducks in a Row: All attendees will need to place themselves in the proper order based on the prompt provided by Facilitators and following the challenge rule. *\*We may not use all prompts as some prompts may take longer/shorter than anticipated; will stop once we're at 10-15 minutes*

*\*\*Will split into two groups split between office/maintenance and winners will win the Tic Tac Toe games. Team members are to introduce themselves and remove their name badges.*

- Prompt #1: Put yourselves in order from tallest to shortest  
Challenge Rule: None; just a warm up
- Prompt #2: Put yourselves in order from youngest to oldest  
Challenge Rule: No one can speak
- Prompt #3: Put yourselves in order from longest with company to newest to company  
Challenge Rule: Only one speaker (facilitators to choose before to giving prompt); non speakers can't use hands to gesture (non hand gesturing, i.e. nodding or shaking head or motioning with arms allowed)
- Prompt #4: Put yourselves in order alphabetically by first name. Last names used if multiple of the same first name. *\*make sure teammates introduce themselves and remove their name badges prior to giving prompt\**  
Challenge Rule: No one can speak

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

<https://www.youtube.com/shorts/NlkZ4-2ThsM> - SNL Jeopardy Short

## **How to play (5 minutes)**

Jeopardy-Adjacent Rules: Class split into two teams; use same as above. Questions split into separate categories and points for each answer. The team will have a buzzer to buzz in to answer each question. Buzzers will pass around the team each new question and the buzzer holder will be responsible for the final answer. Winning team of ice breaker game will choose first category. First to buzz (as announced by game show hosts) will be given 20 seconds max to discuss answers with their team before the speaker must give a final answer. If the team answering gives an incorrect answer, the opposing team can answer for ½ the point value. The team that answers correctly after each question chooses the next category.

*Game Show hosts discretion will allow for good answers provided by teams to count even if not specifically listed in our official answers.*

**\*Sarah will create digital jeopardy board**

***\*will email to Matt once finalized***

## **Let's Play Jeopardy**

**Questions for the game are listed below and will be broken into 5 categories. Each category will have 5 questions.**

### **1<sup>st</sup> Category - Happy Residents:**

- **100 PTS:** Name 3 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
  - Move In/Out Checklist
- **200 PTS:** Besides Happy Residents, what are at least 4 benefits to creating an environment for happy residents.
  - 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.
- **300 PTS:** 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.
- **400 PTS:** Name 5 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
- **500 PTS:** 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

**2<sup>nd</sup> Category - Maintenance:**

- **100 PTS:** What is the purpose of Michelson's STOP door tag?
  - To remind staff and vendors to turn everything off in an apartment when they exit to minimize utility costs.
- **200 PTS:** Name at least 3 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
- **300 PTS:** Name at least 4 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
- **400 PTS:** Name at least 6 maintenance emergencies. *\*Bonus 50 points to list how quickly an on-call tech should respond to emergency calls (30 minutes)*
  - Sewer Backup
  - Any Flooding
  - Damage caused by natural disasters
  - No AC and it is above 80 degrees outside
  - No Heat and it is below 60 degrees outside
  - Evidence of smoke/fire
  - Inoperable stove or fridge and it will be more than 15 hours before reg. maint. hours
  - Inoperable hot water heater and it will be more than 15 hours before reg. maint. hours
  - Gas Leak
  - Inoperable smoke detector
  - Lock out or inoperable front or patio lock
  - Inoperable toilet when there's only 1 in the apartment
- **500 PTS:** 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

### **3<sup>rd</sup> Category - Leasing Manuals:**

- **100 PTS:** Name 3 factors included in a market study.
  - Number of units
  - Amenities - apt and community
  - Rent
  - Specials, concessions, etc.
- **200 PTS:** Besides a caller's basic needs and interests, name 3 things we should also learn.
  - Current residency/location
  - Reason for moving
  - How they heard about us
  - Amenities/social activities they are interested in
  - General demographics - where they work, how many are moving with them, etc.

- **300 PTS:** Name the 4 personality types.
  - Analytic
  - Expressive
  - Driver
  - Amiable
- **400 PTS:** “Hot buttons” are a part of the prospect’s personality that might modify their logical decision-making. Name three examples of a hot button.
  - Finances/Investments
  - Friends/Family
  - Recreation/Leisure
  - Convenience/Privacy
- **500 PTS:** Name **all** of the protected classes under the Fair Housing Act.
  - Race
  - Color
  - National Origin
  - Religion
  - Sex (including gender identity and sexual orientation)
  - Familial Status
  - Disability

#### **4<sup>th</sup> Category General Policies and Procedures:**

- **100 PTS:** Name 2 scenarios that allow us to give a key to a resident’s immediate family or friends.
  - They are an occupant or guarantor of the lease
  - We have written permission from resident
  - If due to death of resident - only when letter of administration is provided
- **200 PTS:** Name the Qs of the Michelson Mission.
  - Quality Communities
  - Quality Homes
  - Quality Service
- **300 PTS:** When is it permissible for cash to be handled in the office.
  - Petty cash fund
  - Collecting coins or cash from laundry/vending services

- **400 PTS:** Name the process to handle and remove a derelict vehicle.
  - If car is in system, notify resident via phone to make them aware
  - Tag car with tow notice
  - Give resident allotted time to correct situation
  - If not handled within allotted time, tow vehicle from property
- **500 PTS:** Name 3 examples of preventative risk management.
  - Notifying residents of changes in rules and regulations
  - Re-keying apartments at move out or when requested
  - Inspecting exterior lighting
  - Being familiar with local emergency procedures

### **5<sup>th</sup> Category Making a Friend/Engaging:**

- **100 PTS:** What are the three requirements to hitting the summit.
  - 100% occupancy
  - \$0 DQ by 10th
  - Higher market rents than comps
- **200 PTS:** List 4 examples of the “unreasonable hospitality” we can utilize to make a friend/engage in our prospective or current residents.
  - Tailored move in gifts
  - Tailored renewal gifts
  - Helping resident wipe snow off vehicle
  - Feeding cat while resident is stuck at work
  - Bringing resident’s package to them from package room
  - Gifts/Cards when a resident experiences an illness or personal loss
  - (Any example that shows going above and beyond for our residents or prospects)
- **300 PTS:** What 3 qualities can make you successful at Engaging Leasing.
  - Authentic communication
  - Listening
  - Open ended questions
  - Going beyond small talk
- **400 PTS:** Name at least 4 important factors to engage with prospects that are not ready to fill out an 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
- **500 PTS:** What 5 services can you provide to ensure effective resident retention.
  - 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.

**Bonus Round (Final Round, Hold your Title/Take Your Revenge – Depending on time leftover after Jeopardy game; est last 10 min of class**

Each question is worth 250 points. Teams will buzz in to answer questions read by facilitators.

Winner will “hold their title”, “take their revenge”, or will break the tie and will get the gift cards

***\*Facilitators need to take names of each winner receiving a gift card\****

1. What year was Michelson founded?
  - a. **1927**
2. How many residential communities does Michelson currently manage?
  - a. **23**
3. Name all Area Managers (non-RM’s)?
  - a. **Fatima Viera**
  - b. **Missy Behrns**
  - c. **Tommy Ledbetter**
  - d. **Mike Schenk**
4. \*For Class A\* What year did Shannon become a Property Manager with Michelson?
  - a. **2022**
 \*For Class B\* What year did Mike Schenk start with Michelson?
  - a. **1994**
5. Name the 3 newest Michelson Properties?
  - a. **Point at Tamaya**
  - b. **Alinea**
  - c. **The Trace**



6. Which community has currently been with Michelson the longest? *\*any of the below answers accepted*
  - a. Southmoor
  - b. Park Forest
  - c. Kensington West
7. Which Michelson property is the largest by quantity of units
  - a. Boulder Creek
    - i. **400**
8. What was the first Michelson property that Jack Porter worked at?
  - a. Park Forest
    - i. **Grounds, we think**
9. What was the first Michelson property that Beau Michelson worked at?
  - a. Kensington West
    - i. **Pool attendant, we think**
10. Who founded the Michelson Organization? No, you can't answer "The Michelson Family" - be specific!
  - a. Sam Michelson
    - i. **Bruce's Father (must give his actual name to win, but fun tidbit to know)**