

## **The Renewal Games: Going for Gold in Resident Retention**

Outline – Final.

Mission Statement – Our mission is to create an exceptional living experience that encourages our residents to stay, engage, and thrive within our community. We are committed to fostering a welcoming environment built on trust, responsiveness, and genuine care. By delivering reliable service, maintaining high-quality homes and amenities, and nurturing meaningful connections, we strive to exceed expectations every day. Our goal is to ensure residents feel valued, supported, and proud to call our community home—today and for years to come.

Class Duration: 75 minutes

Will need: PowerPoint or Google Slides, Workbook (use canva), Scenario Cards

Team Size: 4 groups of 5 people.

### **Pre-Class Prep**

- 1) Olympic Music Theme Song  
[https://www.youtube.com/watch?v=q9gL33ze4RE&list=RDq9gL33ze4RE&start\\_radio=1](https://www.youtube.com/watch?v=q9gL33ze4RE&list=RDq9gL33ze4RE&start_radio=1)
- 2) Table tents for the group assignments: Winter olympic sports (Skiing, Snowboarding, Ice Skating, Luge)
- 3) Mini scorecards for the exercises
- 4) Chocolate Medallions to pass out to those who answer/participate - [Chocolate Medallions](#)
- 5) Olympic Torch - [Olympic Torches](#)
- 6) (5) \$10 gift cards to the group with the most medallions

### **Opening Ceremony - 10 minutes**

- 1) Quick introduction of the instructors.
- 2) Share the class mission
- 3) Icebreaker: Someone holds the torch and shares one thing they've done recently that made a resident's day or went above & beyond. After sharing, they pass the torch prop to the next person, etc until everyone has shared.
- 4) Explain the format of the class (games, drills, role-plays, etc.)

### **Setting the Stage: Renewals Start at Move-in - 10-15 minutes**

A) Discussion: Ask class: When does the renewal process begin? – **1 slide with 3 bullet points**

- 1) The renewal process begins the moment the resident initially interacts with us, applies, and continues through the entire residency.
- 2) Expectations, communication, and trust from day 1.
- 3) Using Yardi to track 2233 and other details/notes as they arise

B) Exercise - **Open discussion.**

1) Have the class identify examples where they can differentiate or improve the renewal likelihood from the beginning. Will pass out medallions to those who participate & answer. Will show the next slide of some answers we as a group came up with also, in case our answers were not shared. Answers will include:

- Smooth application process
- Answering all questions and being informative with clear communication.
- Smooth move in process, no hiccups, clean home, personalized welcome home gifts.
- Checking in within the first few days of them moving in.
- Checking in every so often, asking how they are, how the apartment is and if they need anything for their home.
- Sending Peach Cards.
- Work order follow ups. Resolving any issues in a timely manner and always communicate.
- Giving residents gifts/recognition for major life events (kids, wedding, etc.)

### **Training Like an Olympian: The Renewal Process - 10-20 minutes**

#### Discussion

1) What's the difference between a transactional and relational renewal? How do we keep the process resident focused and not transactional?

a) Transactional (slide 8) – Ask Class: What makes a renewal transactional?

Answer:

- Your lease is expiring.
- Here's the new rent.
- Do you want to renew?
- **Ask class what other examples make it transactional.**

b) Resident Focused (slide 8)– Ask Class What makes a renewal resident focused? How can we better shift our attention to the needs of the resident first?  
Answer:

- You've been a part of our community for another great year. Before we send your renewal, is there anything you'd like us to know about your living experience or is there anything we can do to upgrade your living experience with us?
- Offer renewal incentives – gifts for renewing (ring door bell, tumblr, new welcome mat, gift card), upgrades for their apartment (replace carpet with HW, new light fixtures or faucets, touch up paint) take care of an issue/problem they have been experiencing (closer carport to apt if experiencing parking issues, offer transfer if needing more space or issues with neighbors)

## RESIDENT FOCUSED RENEWAL PROCESS

(Slide 10) Warm welcome. Clean home. Fast response to early maintenance. Clear communication

(Slide 11) Active Listening, Not Scripted Responses. No – That's the increase. Yay – I hear your concern. Let's talk through what's changing and what options we can explore together.  
\*Remember Fish – Be there.

(Slide 12) Personalize Communication (Engage). Residents don't want to be a number.  
A) Memo notes in Yardi. Be detailed with notes so other team members can refer back and help them if need be.

B) 2233

(Slide 13) Explain the Why, not the What. Help them understand: Market changes, unit updates, new or improved amenities, why the increase happened. This helps us build trust through transparency.

(Slide 14) If the resident is upset about: noise, maintenance delays, parking, neighbors. Address these items before you send out the renewal! This makes them feel supported, not dismissed.

(Slide 15) Make their Day – A little effort goes a long way! Small gift for life's exciting events: marriage, divorce, new dog, baby, etc.

(Slide 16) Follow up showing care. Example: I wanted to check back and make sure your questions were answered. \*Work order follow ups

Transactional – Pushes residents. Resident focused supports them.

**Renewal Communication Masterclass - Each group will receive a renewal scenario and must use the resident focused strategies to secure the renewal. Each group will come up with the following below: - 10 minutes to come up with answer and 15 minutes to share. (25 total minutes)**

Event – “The Renewal Decathlon” Hands-On Role Plays

Gold Medal Greeting - Craft a warm opening message for a renewal call or text.

Objection Gymnastics. Practice Common Objections: Rent increase, maintenance frustrations, shopping around.

The follow up sprint – Follow up strategies using text, email, and phone.

Make their day Event – Invent a renewal perk or gesture (small home gift, personalized note, small upgrade).

\*Each group will have a few minutes. Then discuss. Give out 1 medallion to each team for participating

**Everyone will get different scenarios and have to come up with each section; opening message, over come objection, follow up, and make their day with the goal to secure the renewal.**

**Scenarios below:**

**Station 1: Resident Profile:**

- **Name: Maria**
- **Length of Stay: 4 years**
- **2-bedroom apartment**
- **Always pays on time**
- **Rarely submits maintenance requests**
- **Friendly but not very vocal**

**Current Situation:**

**Maria receives her renewal offer with a \$175 rent increase due to market adjustments. She stops by the office and says:**

**“I love living here, but that’s a big jump. I’ve been here for years and never had issues. I’m seeing other places offering move-in specials.”**

**She hasn’t given notice yet—but she’s clearly shopping.**

**Station 2: Resident Profile:**

- **Name: James**
- **Length of Stay: 11 months (first renewal opportunity)**
- **Works from home**
- **Has submitted 6 maintenance requests this year**

**Current Situation:**

**James had:**

- **A recurring HVAC issue during summer**
- **A delayed repair on a leaking dishwasher**
- **One missed maintenance appointment**

**His renewal is approaching, but he hasn't said anything. When your leasing agent casually asks if he's renewing, he replies:**

**"I'm still thinking about it. It just feels like I'm always having to follow up on things."**

**Station 3: Resident Profile:**

- **Name: Taylor**
- **Length of Stay: 2 years**
- **Young professional**
- **Very active on social media**
- **Frequently uses amenities**

**Current Situation:**

**Over the last 6 months:**

- **The fitness center equipment has been out of order several times**
- **Pool furniture is worn**
- **Parking has become tight due to increased occupancy**

**Taylor mentions during a package pickup:**

**"I just feel like the property isn't what it used to be."**

**No major complaints—just a subtle shift in perception.**

#### **Station 4: Scenario 4: The Neighbor Conflict Resident**

##### **Resident Profile:**

- **Name: Daniel**
- **Length of Stay: 18 months**
- **1-bedroom apartment**
- **Quiet, works early mornings (5:30am shift)**
- **Generally low maintenance and pays on time**

##### **Current Situation:**

**Over the past 4 months, Daniel has made three noise complaints about his upstairs neighbor:**

- **Late-night gatherings**
- **Heavy footsteps past midnight**
- **Loud music on weekends**

##### **The office has:**

- **Sent two lease violation notices**
- **Spoken to the upstairs resident**
- **Logged the complaints properly**

**However, the noise has continued intermittently.**

**Daniel stops by the office and says:**

**“I don’t want to be difficult, but I’m exhausted. I can’t keep waking up at midnight when I have to be up at 4:30. If this is how it’s going to be, I may need to look elsewhere.”**

**His lease expires in 60 days.**

### **The Relay of Real Situations - 10 minutes**

Discussion: Share real life examples of how they saved someone from giving notice and/or overcame an objection a resident had about not renewing

Facilitator example: Resident works from home and was having upstairs neighbor issues, with their kids running back and forth during work hours. They were looking at other options around town that were offering up to 2 months free on new builds. I was able to save them by transferring them to a different, larger apartment, for approximately same rent amount, with no children upstairs and a better view. Spoke to resident and reminded them a moving costs, app/admin fees and new deposits, as well as the unknown if new neighbors will have children or not. Guaranteed the transfer on site has quiet neighbors with no app/admin fees.

### **Technology for Gold Medal Strategies - 5 minutes**

Ask class: what kind of technology are you using to help with the renewal process? How are you ensuring agents are getting appropriate information into the system for others to use? Technology we are using to help in the renewal process:

- Yardi - keep track of 2233's and memo notes
- Social Media - post about upcoming resident events and highlight when complete. Create small events (e.g. build your own waffle bar, take and bake pizzas, grab and go snacks) that have little employment involvement to get going/run but still gets us in front of our residents to have interactions with them.
- Yardi - to send notice to vacates if unable to sign in person,
- Canva- to make renewal menus, flyers, anniversary/times up letters. Show examples of renewal contacts: renewal menu, renewal flyer, time's up letter, anniversary letter here.
- Notifii - blast text/email contact regarding renewal reminder.

### **Closing Ceremony - Gold Medal Renewal Plan - 5 minutes**

Ask class 3 Changes they will utilize or implement at their properties. Then wrap up with whoever has the most medallions, wins a \$10 gift card. See above to decide which way we should select winners.