

**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.**