

Class Outline: Communications/Happy Residents/Summit

Class name: Relay to Results: Passing the Baton to 100%

Facilitators: Dawn Lombardi (CR), Greg Taylor (CR), Stephanie Tayloe (PF), Ronnie Miller (WG), Jeanette Roscoe (CO)

*Mission Statement: (Have this written on screen)

We are here today with management and maintenance to achieve our number one goal THE SUMMIT! We will demonstrate with activities and group thinking by sharing our great ideas on how to maintain a happy resident by creating a welcoming and engaging environment, personalized care, open communication, and excellent service. We strive to build a strong community with a sense of belonging for all ages that will encourage long-term residents.

The Summit Video: (2 minutes)

https://www.youtube.com/watch?v=hHC_R7ATGuI

***Icebreaker: Time: (10 minutes)**

Class will divide in groups of 2 – both office and maintenance in each line -20
Preplanned questions will be submitted. On cards one side the question, the other side the answer. Give maintenance an office question and office a maintenance question.

Play clip: <https://www.tiktok.com/@hannahkbrown/video/7492028205881101610>

Who knew these? “What might make sense to one person does not always make sense to another. Sometimes, we must communicate a little bit more, ask follow-up questions, to make sure everyone is on the same page!”

Examples

- Maintenance asks office questions.
 - When a water meter is continually running but the apt water is shut off, where can the leak be? The leak is coming somewhere between the meter and the shut off valve at the apartment.
 - What is the distance between 2 studs in the wall? 16 inches
 - Why does not turning the thermostat lower make the room cool faster? The temp coming out of the supply lines is always the same and needs time to catch up.

- What is the difference between an air handler and a condenser? Air handler supplies the air to the living space while the condenser circulates the refrigerant.
 - What causes water hammer sound in pipes? Back pressure
 - What is an A/C float switch? A safety device in an air conditioning system that detects water buildup in the condensate drain pan.
 - Where is the water cut off for the Apartment usually located? Most are by the water heater.
 - What is the first thing you do if you must replace a light switch? Turn off the breaker.
 - What is a A/C compressor? It is the heart of the A/C. it pressurizes the refrigerant.
 - What does a toilet fill valve do? Refill the tank with water and maintain the correct water level.
- The office asks maintenance questions.
 - What is an MSR?
A weekly snapshot of the property's performance and numbers
 - What is the Summit?
Reaching 100% rent collection with zero delinquent balances by specific dates
 - How long does management have to return a security deposit?
30
 - How far out do we work our renewals?
120 Days
 - How many surveys does Michelson send out? 6
 - What do we need to collect before going on a tour? Driver's license or state ID
 - How long do we have to follow up with a tour after a lead is claimed and the first follow-up is completed: 24 hours
 - What questions cannot be asked during a tour, Name two?
 - Do you have any kids?
 - Are you pregnant or planning to have children?
 - How old are you?
 - What is your date of birth?
 - What race are you?
 - Is this a Black/white/Hispanic neighborhood?
 - Is English your first language?
 - What religion do you practice?
 - Do you attend church, temple, or mosque?
 - Are you married or single?
 - Is that your husband/wife?

- What is your sexual orientation?
- Do you have a disability?
- What medical condition do you have?
- Why do you need a service or support animal?
- Are you a U.S. citizen?
- What questions help identify a prospect's NEEDS, name TWO?
 - Desired move-in date
 - Budget range
 - Preferred floor plan or layout
 - Length of lease needed
 - Pets, parking, or amenity preferences
- What steps occur before filing an eviction, name TWO?
 - Non-payment notice is issued
 - Grace period expires
 - Communication attempts are documented

***Resident Complaints – (25 minutes).**

Online reviews-

- **over 90% of renters** check reviews
- 69% make decisions based on the reviews.
- 64% of renters would pay more for a highly rated property.

Top complaints from Residents –5 in a Group (3 office/ 2 maintenance)

Hand out copies for every group to come up with potential solutions and tools/processes/technology used to address/prevent them for about 15 minutes. Call on groups to discuss for 10 minutes.

1. Customer service - Customer service is the most common complaint category.
 - Complaints about rude or unhelpful staff
 - Difficulty getting in touch with management
 - Available hours
 - Slow response times to requests
2. Maintenance service
 - Slow response times to maintenance requests. How long it takes for maintenance requests to be addressed.
 - Shoddy workmanship
 - Not cleaning up after their work
 - Difficulty getting maintenance issues resolved the first time.

3. Communication
 - Complaints about difficulty getting in touch with management
 - Lack of transparency about policies and procedures
 - Unexpected fees or charges.
 - Length of time for follow-up after an initial request.
4. Financial
 - Rent increases
 - Unexpected fees or charges
 - Difficulty getting security deposits back.
5. Condition of the unit
 - Dirty or damaged apartments
 - Apartments not ready for move-in
 - Worn-out flooring
 - Rusted fixtures
 - Broken, old or dated appliances.
6. Noise Complaints
 - Noise complaints - noisy neighbors, thin walls, and traffic noise.
7. Security Complaints
 - Break-ins
 - Car break-ins
 - Poor lighting
 - No Cameras
 - No security guard or unresponsive courtesy officer
8. Availability & Condition of the amenities and common areas
 - Overflowing trash in dumpster or breezeways
 - Pest problems
 - Dirty common hallways or breezeways
 - Broken fixtures or light bulbs out in common areas
 - Lack of amenities
 - Amenity Hours
 - Gym equipment dirty or not working properly
 - Broken hot tub

*Answers. Below are examples to keep the class going.

- What tools, processes, technology, etc. do you use to implement or track the solution to ensure it's getting resolved. It's easy to talk about what we "should" be doing, but how are teams actually addressing these items?

1. Customer Service

- Always return phone calls
 - Stand up to acknowledge prospects and residents when they enter your office.
 - Follow-up calls on maintenance request
 - Could go for many, but recognize if you are having a bad day to try not to reflect to your team or against your residents. Each can pick up cues on one another, and it is our responsibilities as the on-site team to maintain our level of professionalism and not lash out or let our attitudes negatively affect another individual or group.
2. Maintenance Service
- Timely work order request
 - Great workmanship
 - Clean up after work is complete
 - Resolve the problem the first time
 - Office follow-up (besides the automated one from Yardi) to ensure everything was addressed.
3. Communication
- Drop reminders in CRM or our Outlook calendar so we do not forget to follow-up on an important matter.
 - Return calls and emails in a timely manner
 - Transparency about policies and procedures
 - Expected fees or charges
4. Financial
- Reference how long they have lived at the community and the value adds spent during that time
 - Offer incentives such as carpet clean, reserved parking, updates fixtures,
 - Asking to fix any issues inside the home that has not been yet reported (This gets them to thinking about that annoying squeaky cabinet they forget about every time they come to the office)
 - Ensure notifications are properly dispensed times before charges so they have something to refer to.
5. Condition of Unit
- Walk the unit after it is turned
 - Make sure the unit gets clean before move-in
 - Make sure all appliances work
 - Follow-up after an initial request
6. Noise
- Listen and acknowledge the complaint
 - Gather clear details regarding dates and times, type of noise, frequency, if courtesy officer has responded.

- Address the source professionally by keeping it non-accusatory, stating facts, and documenting the conversation
7. Security
- Take every report seriously
 - Gather clear facts regarding date, time, location, description
 - Use proper channels for the issue. i.e. courtesy officer, notify regional, filing police reports.
8. Availability & Condition of Amenities and Common Areas
- Pick up trash around trash cans and breezeways
 - Make sure all fixtures and light bulbs work in common areas
 - Make sure the gym equipment is clean and working properly

***ROLE PLAY SCENARIOS**

(10 minutes each) – pairs or original groups will work through these?

Do not guide the Agent or Maintenance Team member through role plays. Just provide appropriate information, or none, and see how they work with it)

Role Play #1: Repeated Noise Complaint

Resident #1

You live in the community and are experiencing ongoing loud music from a neighboring apartment during quiet hours.

You have reported this issue before and feel that nothing has been done. When you first speak with the Leasing Agent, you should sound frustrated and skeptical.

- If asked how long this has been happening, explain it has occurred multiple times.
- If asked if you have reported it before, confirm that you have several times and feel ignored.
- You want reassurance that the issue will be addressed this time.

You will feel satisfied ONLY IF the agent:

- Acknowledges your frustration
- Clearly explains the community noise policy
- Explains what steps will be taken
- Provides a clear follow-up timeframe

Office Agent #1

- The agent is given a card that says “No Notes in Memos”
 - No notes from the previous agent who should have documented the resident’s concerns and some personal information (e.g. anxious pet or other person in the apartment) so that you could incorporate when discussing.
 - You receive a complaint from a resident regarding repeated noise disturbances.
-

Facilitators ask class: Who Passed, Wo Failed?

FAIL VERSION:

Agent dismisses resident frustration, gives vague response, and does not explain policy or follow-up.

Outcome: Resident feels ignored, issue unresolved.

PASS VERSION:

What your responsibilities should be as an Agent (do not provide):

- Always remain calm and professional
- Acknowledge and validate the resident’s frustration
- Clearly explain the community’s quiet hours and noise policy
- Explain the specific steps you will take to address the issue
- Set expectations for follow-up within 24–48 hours
- Document the complaint in the system

Successful Resolution Includes:

- Complaint documented
 - Neighbor contacted regarding the noise
 - Follow-up scheduled with the resident
-

Role Play #2: Maintenance Delay

Resident #2

You submitted a maintenance request that has been open longer than expected.

You are annoyed but cooperative.

- When asked how the delay affects you, explain how it is disrupting your daily routine.
- You are not angry, but you expect accountability and a clear answer.
- You want to know when the issue will be resolved.

You will be satisfied ONLY IF the agent:

- Takes ownership of the delay
- Apologizes sincerely
- Explains the reason for the delay honestly
- Provides a confirmed service timeline

Office Agent #2

You are notified that a resident's maintenance request is overdue.

Facilitators ask class: Who Passed, Who Failed?

FAIL VERSION:

Agent deflects blame to maintenance, gives no timeline, and does not apologize.
Outcome: Resident remains frustrated and distrustful.

PASS VERSION:

What your responsibilities should be as an Agent (do not provide):

- Apologize for the inconvenience
- Take ownership of the situation (do not blame maintenance)
- Clearly explain why the delay occurred
- Provide a confirmed date or service window
- Ensure the request and resolution are documented
- Follow up with the resident after completion

Successful Resolution Includes:

- Maintenance appointment scheduled
- Resident informed of service window
- Follow-up completed after repair

Role Play #3: Parking or Rule Dispute

Resident #3

You are upset about limited guest parking and believe other residents are violating the parking rules.

You feel:

- The rules are unfair
- Enforcement is inconsistent
- If asked what the issue is, explain difficulty finding parking for guests.
- If asked what you have noticed, state that other residents appear to ignore the rules without consequences.
- You want clarity and fairness.

You will be satisfied ONLY IF the agent:

- Clearly explains the parking policy
- Remains neutral and professional
- Offers reasonable alternatives
- Documents your concern

Leasing Agent #3

You are approached by a resident upset about parking availability and rule enforcement. The community policy is that there is designated guest parking for visitors only. Residents with parking stickers should be in other open parking.

Facilitators ask class: Who Passed, Wo Failed?

FAIL VERSION:

Agent becomes defensive, minimizes concern, and provides no alternatives.
Outcome: Resident feels policy is unfair and inconsistently enforced.

PASS VERSION:

What your responsibilities should be as an Agent (do not provide):

- Clearly explain the parking policy in resident-friendly language
- Remain neutral and avoid taking sides
- Offer alternatives (guest passes, overflow parking, time limits, etc.)
- Document the concern and actions taken
- Communicate any enforcement or monitoring steps if applicable

Successful Resolution Includes:

- Policy reviewed with resident
- Monitoring or enforcement initiated if needed
- Alternatives clearly communicated

***The Race to the Summit - 100% Occupancy & Zero DQ (10 minutes)**

Set the tone: “Today is not about pressure or perfection—it is about alignment. When occupancy and delinquency improve, it is because the *team* is aligned in how we show up for residents and prospects.” Everyone plays a role!

Ask:

Who has reached 100% occupancy and zero delinquency? Tell me what that feels like?

- Exciting, accomplished, proud!

What did it take to get there?

- Teamwork, communication, cooperation, flexibility, a lot of hard work by everyone!

Ask:

Occupancy Is a Relationship - relationships impact leasing the most.

What should we do WELL during tours and that should set us apart from everyone else?

- Making a friend while building a true relationship.
- Ensuring all spaces and homes are in the best shape possible daily.
- What else?

What can we continually improve, that would help prospects feel more confident choosing us?

- Follow-up, follow-up, follow-up. First impressions, honesty, and consistency.
- Have recent online reviews readily available to read.
- Make their touring experience memorable. How?

Facilitator Reinforce: *“Leasing doesn’t end at move-in.” Relationships are built to build a renewal.*

Retention Starts Day One *First person to raise hand and gives correct answer gets a prize*

Ask:

What makes a resident decide to renew?

- Renewals are earned long before the renewal notice is offered. It’s how they are treated from day to day.
- It starts on their move-in day.

How do we make residents feel valued beyond maintenance requests?

- Get to know them from day one to offer personalized gifts.
- Offer to help them with carrying groceries/bags.
- Sending them birthday cards, bereavement cards, etc.
- Knowing their names when you see them.

Where do we lose people emotionally before we lose them on paper?

- Communication

Delinquency Is About Communication

Ask:

What helps residents pay on time?

How can we be firm *and* empathetic?

- Clear expectations at move-in. Get them on Rent Direct immediately.
- Friendly reminders before rent is due. An automated email goes out from Yardi for those on Rent Direct.
- Consistent policy application
- If rent is late, set a confirmed date with the resident on when it will be submitted.

- Residents communicate sooner when they feel respected

Where Occupancy & Delinquency Overlap - Write on a board:

Ask:

“What actions improve BOTH occupancy and delinquency?”

- Strong move-in experience
- Fast maintenance response
- Proactive check-ins with residents
- Clear communication
- Follow-through when you say you will
- Reinforce: “The same behaviors that make people stay also make them pay.”

Closing

Our numbers reflect our habits. When we are consistent, respectful, and relationship-driven, the results follow. Now let us all go hit the Summit!