



REPORTS TO: Community Manager
Non-Exempt

SUMMARY:

This position is primarily responsible for interacting directly with prospective and current residents to achieve maximum occupancy and revenue. This position is also responsible for the sales process including but not limited to marketing, lead management, touring, closing and providing unparalleled customer service to prospects and residents by performing the following duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following. Other duties may be assigned.

- Maintains an excellent customer service relationship.
- Adheres to the Panther Property Management Standard Operating Procedures.
- Leases apartments and sells the products and services of the property to prospects.
- Responds to internet leads, answer prospect calls and conducts property tours following the guidelines outlined in the mystery shop forms.
- Works to optimize occupancy while maximizing effective leased rent.
- Utilizes established sales and marketing strategies to increase property traffic, maintains closing ratios and works to achieve and exceeds budgeted occupancy percentages.
- Maintains thorough product knowledge of the property and that of major competition.
- Prepares and has a thorough knowledge of all lease-related paperwork.
- Maintains prospect traffic and leasing data, and assist with other computer data entry as necessary.
- Delivers resident gifts; inspect units for move-ins to ensure units are ready.
- Assists with planning and hosting of resident functions.
- Is responsible for auditing all lease and renewal files for key controls and bonus submission to the Community Manager.
- Reviews guest cards to ensure entry and follow-up as well as monitor any traffic trends.

SUPERVISORY RESPONSIBILITIES:

This job has no supervisory responsibilities.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

Intellectual

- *Technical Skills* - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Interpersonal

- *Customer Service* - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- *Interpersonal Skills* - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- *Oral Communication* - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- *Written Communication* - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- *Teamwork* - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Organization

- *Diversity* - Demonstrates knowledge of EEO policy; shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; builds a diverse workforce.
- *Ethics* - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
- *Organizational Support* - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.
- *Strategic Thinking* - Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

Self-Management

- *Professionalism* - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.
- *Safety And Security* - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.

- *Adaptability* - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- *Attendance/Punctuality* - Consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- *Dependability* - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- *Initiative* - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- *Innovation* - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

High school diploma or general education degree (GED), and one to three months related experience and/or training is recommended but not required.

LANGUAGE SKILLS:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. The position requires the ability to read and write English fluently.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

To perform this job successfully, an individual should have knowledge of: Internet Software; Spreadsheet Software (Excel); Word Processing Software (Word); Electronic Mail Software (Outlook); Presentation Software (PowerPoint); and Publisher Software. Ability to learn and

operate Onesite.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Valid driver license and acceptable motor vehicle record.
- Position requires individuals to furnish their own vehicle to fulfill all of the job's functions.

OTHER QUALIFICATIONS:

- Maintains a commitment to ongoing professional development and career growth.
- If applicable, associate must wear career apparel based on defined company standards.
- The position requires the ability to work any of the seven days of the week, 52 weeks of the year. Due to the Community staffing limitations, it is extremely critical that individuals be able to work their scheduled hours on a consistent basis and, if necessary, overtime hours when requested. Position requires the ability to serve on-call, as scheduled or as necessary.

PHYSICAL DEMANDS:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is regularly required to stand and walk.
- The employee must occasionally lift and/or move up to 20 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.