



JOB DESCRIPTION

Company: **GRE Management**
Job Title: **Leasing – Area Manager**
Supervisor: Investment Portfolio Manager

Position Summary:

As a Leasing Area Manager, you will be expected to be an active member of the GRE Management team by supervising, training, coaching, and leading the leasing community portfolio/area you are responsible for. You strive to ensure the community occupancy and rental rate goals are consistently met for the area portfolio. You play a key role in leasing specialist talent recruiting, retention, and development.

The difference between a Leasing Specialist and a Leasing Area Manager lies in seniority and the scope of their responsibilities. For example, Leasing Managers are responsible for managing a team of leasing Specialists to carry out the marketing/leasing functions and responsibilities of a community. You are expected to review the current occupancy, rental rates, and concessions of properties in portfolio and look for ways to market vacancies and increase revenue. As a Leasing Area Manager, you manage your own success by attaining leasing goals, such as occupancy and rent growth, and by building rapport with team members, prospects, and residents.

Leasing Managers work closely with the Community Area Manager(s) and Investment Portfolio Manager to determine rental rates to improve property value.

This position requires a high energy, creative person with strong communication and verbal skills.

Essential Functions and Responsibilities:

- Direct the needs assessment for training and staff development to enhance the effectiveness of the Yardi ChatIQ and Yardi CRM leasing platform. Provides peer-to-peer training to supplement the GRE Training Department.
- You are a Yardi CRM, Yardi ChatIQ, and Market expert.
- Responsible for market surveys for the area assigned to understand how competitive market affects their portfolio.
- Manage RentCafe for pricing and availability including email blasts and blackout dates for calendar.
- Is seen as the senior leasing expert in pricing, concessions, and promotions to ensure the community goals set forth by the Annual Community Plan and Investment Portfolio Manager are met or exceeded.
- Reviews property websites, ILS's Craigslist Ads, brochures, and marketing materials to verify accuracy.



- Collaborates with the marketing department to measure and evaluate the success of ILS performance. Makes changes with IPM approval, as necessary.
- Reviews CRM and ChatIQ daily to understand closing ratios, identify successful lead sources, status of queue, review lead-to-tour conversion ratios, review tour-to-application ratios, to ensure the community and team are successful to meet community goals.
- Schedules virtual and in-person coaching sessions with the leasing specialists to grow the leasing team productivity. When necessary, in conjunction with the Investment Portfolio Manager/Community manager facilitates disciplinary procedures and documentation, to include termination.
- Provides outstanding internal and external customer service.
- Advance sales and marketing skills. Presents available apartment homes in a professional, enthusiastic manner. Leads by example to the leasing specialist team.
- Will be asked to participate in leasing tools development and provide feedback.
- Provides feedback from the field about the leasing tools, systems to the corporate platform.
- Review quality assurance tools such as call analysis, mystery shops and prospect surveys for effectiveness.
- Understands local housing laws including Fair Housing, American with Disabilities Act, Fair Credit Reporting, and other applicable housing state laws.
- In-person coaching support to improve leasing sales teams' effectiveness
- Assist in implementing positive marketing, recruiting and retention strategies and programs.
- Performs additional duties assigned.
- Establish and maintain a good working relationship of harmony and instill the BE ONE TEAM value with all internal and external contacts.

Required Skills and Motivations:

- Has experience leading others is a must.
- Prior leasing experience in multi-family.
- Ability to travel within portfolio.
- Excellent customer service, sales, and closing skills.
- Ability to operate confidentiality when dealing with sensitive information and situations.
- Must be able to work at a fast pace, perform duties while under pressure and stay organized to meet deadlines in a timely manner
- Communicate with other team members, residents, visitors, and the public in a professional and pleasant manner.
- Comfortable writing and presenting learning material to employees at all levels

Qualifications:



Special Licenses and/or Certificates:

- Certified Apartment Leasing Professional (CALP) – preferred
- Real Estate license (if required by state regulations)
- May require a Driver’s license and insurance

Education and/or Experience:

- Minimum one (1) year with GRE Management
- High School diploma or equivalent
- Experience in property management or related field preferred

Computer Skills:

- Knowledge of Yardi, Microsoft Access, Internet Explorer, Microsoft Excel, Microsoft Outlook, Microsoft Word, and Windows Operating System

Language Proficiency:

- Must be able to speak, read and write in English, in a manner sufficient to carry out duties

Work Schedule:

The work schedule for this job description is Monday – Friday 8:30am – 5:00pm, weekends and after hours are at times required to fulfill this role successfully.

FLSA Status: Non-Exempt, Full-Time (40 hours per week)

Mobile Phone Allowance:

Guidelines surrounding the company’s phone allowance are outlined in the Employee Handbook. This position is categorized as:

- Tier 1 Tier 2 Not Eligible
-

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.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this Job.



These statements are intended to describe the general nature and level of work being performed by employees assigned with this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

GRE Management is an equal opportunity employer.

Our Core Values:

We cultivate a culture of collaboration, generosity, honesty, and integrity where engagement, hard work and results are rewarded.

Our Mission:

We strive to be a driving force for positive community change. We are a trusted partner in the co-creation of thoughtful, well-built, healthy, and profitable communities.

Our Vision:

We aspire to create impact through transforming built environments for the betterment of our communities.

A Declaration of Interdependence at Goodman Real Estate

We operate under a shared vision of value creation that is grounded in the interdependence of organizations and individuals, passion, and profit. In all our interactions with each other, our business partners, and our community at large, we are committed to cooperation and collaboration in the pursuit of mutual success.

What this means:

- We are ONE Goodman Real Estate: A collective whole that embraces one culture, supporting one another and embodying a shared set of standards to provide seamless customer service across all locations and divisions.
- Each of us understands the importance of the Goodman Real Estate brand and pledges to nurture and protect it.
- We conduct our business with honesty and integrity. We empower our people with a high level of trust and autonomy.
- We believe in the power of place and community.
- We recognize the fundamental value of every individual and believe that diverse talents, skills, and backgrounds combine to strengthen the collective whole.
- Relationships are essential to our success. We foster strong relationships with mutual respect and open communication.
- We value wellness and promote policies and practices that support healthy lifestyles.
- We expect the best of each other and provide opportunities for all individuals to reach their full potential.
- We embrace our power to make a positive impact on our community.



I CERTIFY THAT I HAVE READ THIS JOB DESCRIPTION, IT HAS BEEN EXPLAINED TO ME AND I UNDERSTAND MY DUTIES AND RESPONSIBILITIES AS STATED HEREIN.

Employee Signature

Date

Immediate Supervisor Signature

Date
