

LEASING CONSULTANT

Artcraft Management, Inc.

Job Description

ORGANIZATION STRUCTURE:

The Leasing Consultant reports directly to the Property Manager. The Leasing Consultant acts as the Artcraft Management, representative by conveying the benefits of the community when the Property Manager is not present; therefore, he/she should possess the same professional qualities.

MAJOR PURPOSE:

Responsible for the leasing process by interacting directly with prospective and current residents to achieve maximum occupancy and maintains communication throughout the tenancy of the resident.

Responsible for demonstrating and leasing apartments/space through use of effective selling techniques; for a thorough knowledge of the market, including knowledge of competition and analysis of market data, and for prospect generation through effective newspaper advertising, direct mail, outside sales preparation to local companies; and prospect follow-up.

AUTHORITY:

Position with profit/loss responsibility. Has the authority to administer rental and marketing programs as directed by company policy and procedures and to make recommendations to the Property Manager or Senior Manager to increase profitability.

PERFORMANCE MEASUREMENTS:

1. Provides information about the apartments and the community to the prospective resident and schedules visits to the community.
2. Responsible for leasing apartments at an acceptable determined percent of total prospects.
3. Greets visitors and determines if the community meets the client's qualifications.
4. Effectively explains all lease and community policies to new and current residents.
5. Accurately and efficiently prepares and assists with all leasing paperwork(i.e. applications, lease agreements and addenda, employment and credit checks, and lease move-in packets).
6. Collects security deposits, rent and all other funds associated with resident moves.
7. Effectively communicates changes in units leased status to Maintenance Department.

8. Completes service requests and communicates to Maintenance Department.
 9. Supports the overall marketing efforts and offers input and suggestions in regards to promotions, advertisements, etc.
 10. Maintains an accurate and in-depth knowledge of all aspects of the community, particularly in areas such as rent and pricing information, vacancies, apartment availability, lease expirations, square footage, etc.
 11. Understands and complies with state landlord-tenant Fair Housing laws and standards and receives and maintains appropriate certifications.
 12. Monitors the community advertisements and effectiveness of responses; maintains ad book and demographics.
 13. Prepares monthly competitive survey reports and analyzes the real estate market trends and conditions in the area.
 14. Monitors all current and future vacancies to proactively react to future occupancy needs.
 15. Analyzes concerns associated with apartments that are slow to lease and offers recommendations to the Property Manager.
 16. Inspects all vacant apartments on a regular basis to ensure they are ready to show to prospective residents.
 17. Works with the Property Manager to assure curb appeal and community appearance is acceptable.
 18. Conducts follow-up activity with all residents in order to establish positive resident relations.
 19. Maintains current resident files.
 20. Maintains open communications with the Property Manager and Maintenance Supervisor.
 21. Attends and participates in training seminars as requested.
 22. Becomes active in the local business community and develops a rapport with the residential community.
 23. Assists the Property Manager in implementing resident retention and renewal programs.
 24. Makes recommendations to management regarding improvements for the overall operation of the community.
 25. Attends and assists in the coordination and organization of resident relations and activities, such as newsletters, parties, etc.
 26. Accompanies vendors or contractors to resident apartments as needed.
 27. May run errands as necessary
 28. Performs other duties as assigned.
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QUALIFICATIONS:

EDUCATION/CERTIFICATIONS:

A high school diploma or equivalent is required. A college degree or some college coursework desirable. A minimum of one year sales experience preferred. Customer service background desirable. Basic arithmetic skills

necessary. Excellent communication and organizational skills necessary. Computer literacy required. Individual must enjoy dealing with people, have outstanding customer service skills. Weekend and/or holiday hours may be required.

Additional Qualifications: Possession of valid Virginia Driver's License and proof of insurance.

SKILLS:

This can be an entry-level position. Training on policy and procedures about the company are learned through on-the-job training as well as formalized training. As an individual becomes more knowledgeable and proficient in the job, less supervision will be required.

HOURS OF OPERATION:

- Position requires 40 hours per week, Monday – Friday with additional hours required for emergencies after hours and weekends.
 - Willingness to complete time sensitive projects after regular hours when necessary.
 - Must be willing to travel and occasionally stay overnight.
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WORKING ENVIRONMENT:

The employee agrees to promote the values and mission of Artcraft Management, Inc.

WORKING CONDITIONS:

The employee is regularly in an office environment with adequate light, moderate noise levels and ventilation, and may be exposed to outdoor elements of wind rain and summer heat.

PHYSICAL ACTIVITIES AND REQUIREMENT OF THE POSITION:

While performing the duties of this job, the employee is regularly required to talk or hear and frequently required to stand, walk, sit and use hands to handle tools, equipment, and furnishings; reach with hands and arms; stoop, and kneel. Frequent and regular repetitive movements required using wrists, hands, and/or fingers. The employee will occasionally lift and/or move up to 15 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Non Essential Activities:

Running or lifting more than 15 pounds.

The above statements and job description is intended to describe the nature and level of work being performed within this job. They are not intended to be an exhaustive list of all responsibilities, duties and tasks. Other similar or additional duties are to be performed or assigned. Job descriptions are not intended as and do not create employment contracts. Artcraft Management, Inc. maintains its status as an at-will employer. Employees may be terminated for any reason not prohibited by law.
