

POLICY SUMMARY

SOP 2.1 — Mini Model Kit

Process Name:	Mini Model Kit
SOP Category:	Marketing
SOP Reference:	2.1
Roles Involved:	CC, AM, OSM
Last Updated:	April 2026

1 What Outcome CC Expects

- Every property maintains one Mini Model Kit per floorplan.
- When a unit of that floorplan is vacant, it is staged with the Mini Model Kit during active marketing.
- Staging creates a warmer, more inviting touring experience and supports leasing efforts.
- Kits are consistent, neutral in style, and maintained in clean, presentable condition.

2 What Must Be Done — By Who

- OSM: Identifies the number of floorplans at the property and inventories/procures accordingly.
- OSM: Purchases the exact approved items listed in the SOP — no substitutions.
- OSM: Submits the mini model package (item list with pricing) to AM for review and approval before purchasing.
- OSM: Sets up the kit in the longest-standing vacant unit for each floorplan whenever a unit is actively being marketed.
- OSM: Returns all items to the storage bin after each showing — no long-term placement in units.
- AM: Reviews and approves the kit submission from OSM.

3 What Evidence Must Exist

- A Mini Model Kit is set up in the longest-standing vacant unit for each floorplan at the property.
- Kit contents match the approved item list — no substitutions or personal items mixed in.
- Storage bin(s) are present onsite, one per floorplan.

4 How the AM Verifies It

- AM verifies kit presence and condition on every property visit via the AMSVR (monthly).
- AM confirms kit is staged in the correct (longest-standing vacant) unit during the visit.
- AM reviews OSM kit submission and approves before initial purchase.

5 What CC Audits

- CC reviews Mini Model Kit compliance through the AMSVR.
- Inconsistencies or missing kits are flagged during AMSVR review.

Supporting Tools

QRG: SOP 2.1 — Mini Model Kit Quick Reference Guide

Full SOP: SOP 2.1 — Mini Model Kit SOP (procurement details & item list)

Training Video: [Loom link — add when recorded]

Reference Doc: [MS Teams — Mini Model Kit SOP file]

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SOP 2.1 — Defined Terms & Additional Notes

Defined Terms

Mini Model Kit:	A compact, standardized set of neutral staging items used to furnish vacant units during showings. One kit is required per floorplan.
Floorplan:	A distinct unit layout at a property. Kit requirements are based on the number of unique floorplans, not the number of units.
AMSVR:	Asset Manager Site Visit Report. The primary verification tool used by AM during monthly property visits.
Longest-Standing Vacant:	The unit of a given floorplan that has been vacant the longest. This is the unit where the Mini Model Kit should be staged.
[Term 5]:	
[Term 6]:	

Scaling Requirement

- 1 kit is required per floorplan, not per unit.
- Property with 1 floorplan = 1 kit.
- Property with 3 floorplans = 3 kits.
- Property with multiple assets = total kits based on total floorplans across all assets.

Additional Context / Notes

Version History

Version	Date	Updated By	Summary of Changes

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