Resident Retention & Renewal Design Document

Business Purpose	To help increase the resident retention and renewal rates at Atlas Apartment Group. Currently, their retention rate is only at 40% and they would like to increase that to 80% within a year. Atlas Apartment Group feels the lack of training on resident retention strategies is contributing to their low retention rates.
Target Audience	- New Managers and employees of Atlas Apartment (leasing managers, office staff, etc.) - Current employees who have not been able to help increase the retention rates of Atlas Apartment Group
Training Time	30 minutes
Training Recommendation	1 interactive eLearning Module created in Articulate Storyline containing Level 2 interactivity. - This is recommended because of the flexibility of e-Learning. This would be cost-effective for the company since learners are scattered across the country and it could be taken at any location and at the learners' own paces.
Deliverables	1 storyboard outlining course design and development 1 e-Learning course: - Developed in Articulate Storyline 360 - Voice Over Narration 1 Quiz Assessment (5 Questions)
Learning Objectives	By the end of this course, learners will be able to: 1. Identify the benefits of lease renewals. 2. List the keys to resident retention plans. 3. Arrange the steps of the resident renewal process. 4. Recognize examples of quality customer service.

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Training Outline	
Training Outline	- Title Slide - Introduction - Give brief overview of what will be taught in the course - Navigation - Walk through the course player - Prior Knowledge Assessment Question - Learning Objectives - Why Lease Renewal is Important - Costs to replace a tenant - Breakdown of tenant turnover costs - Scenario - Real World Scenario comparing overall costs of losing a resident to increased rent prices or keeping the resident by lowering rent rate. - Knowledge Checks 1 & 2 (objective 1) - KC 1: Which of the following events happens when tenants do NOT renew their leases? (select all that apply) - KC 2: If a tenant cant afford the increased rent on their renewal lease, it is always in your best interest to find a new tenant (True or False) - Problem Free Move in Day - How employees can help residents feel at ease on their move in day - Reasons Residents Move Out - Controllable & Uncontrollable Reasons - Check Your Understanding: based on Controllable & Uncontrollable reasons residents move out (objective 2) - Resident Retention Keys - Building Community - Enhance Communication - Offer Incentives - Adopt Technology - Lease Renewal Process - Overview of each time period of the lease renewal process. - Check Your Understanding (objectives 2 & 3) - Question 1: Which of the following are keys to resident retention? (select all that apply)

- ○ Question 2: If the resident has not signed a lease _____ days prior to expiration, it is now time to send a month-to-month renewal letter (fill in the blank from answer choices)
- Strengthening Services:
  - ○ Customer Service
  - ○ Maintenance Service
- Knowledge Check - based on strengthening services (objective 5)
- Summary
  - ○ Call back to learning objectives and what was learned throughout the course
- Quiz Introduction - explain they must get 4 out of 5 correct to pass
  - ○ Questions relate to all learning objectives
- Congratulations

Assessment Plan	The course will evaluate learners on questions that clearly reflect the stated learning objectives: ● 1 pre assessment question ● 1 Drag and Drop slide ● 6 Knowledge Check questions for understanding ● 5 question summative assessment. Learners must score 4 out of 5 questions correctly (or 80%) in order to pass the course.