

# Resident Retention & Renewal Design Document

<i>Business Purpose</i>	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.
<i>Target Audience</i>	<ul style="list-style-type: none"><li>• New Managers and employees of Atlas Apartment (leasing managers, office staff, etc.)</li><li>• Current employees who have not been able to help increase the retention rates of Atlas Apartment Group</li></ul>
<i>Training Time</i>	30 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none"><li>• 1 interactive eLearning Module created in Articulate Storyline containing Level 2 interactivity.<ul style="list-style-type: none"><li>○ 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.</li></ul></li></ul>
<i>Deliverables</i>	<ul style="list-style-type: none"><li>• 1 storyboard outlining course design and development</li><li>• 1 e-Learning course:<ul style="list-style-type: none"><li>○ Developed in Articulate Storyline 360</li><li>○ Voice Over Narration</li></ul></li><li>• 1 Quiz Assessment (5 Questions)</li></ul>
<i>Learning Objectives</i>	<p>By the end of this course, learners will be able to:</p> <ol style="list-style-type: none"><li>1. Identify the benefits of lease renewals.</li><li>2. List the keys to resident retention plans.</li><li>3. Arrange the steps of the resident renewal process.</li><li>4. Recognize examples of quality customer service.</li></ol>

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## *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)

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	<ul style="list-style-type: none"><li>○ 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)</li><li>● Strengthening Services:<ul style="list-style-type: none"><li>○ Customer Service</li><li>○ Maintenance Service</li></ul></li><li>● Knowledge Check - based on strengthening services (objective 5)</li><li>● Summary<ul style="list-style-type: none"><li>○ Call back to learning objectives and what was learned throughout the course</li></ul></li><li>● Quiz Introduction - explain they must get 4 out of 5 correct to pass<ul style="list-style-type: none"><li>○ Questions relate to all learning objectives</li></ul></li><li>● Congratulations</li></ul>
<i>Assessment Plan</i>	<p>The course will evaluate learners on questions that clearly reflect the stated learning objectives:</p> <ul style="list-style-type: none"><li>● 1 pre assessment question</li><li>● 1 Drag and Drop slide</li><li>● 6 Knowledge Check questions for understanding</li><li>● 5 question summative assessment. Learners must score 4 out of 5 questions correctly (or 80%) in order to pass the course.</li></ul>