

Resident Retention Script

Slide 1.1 Welcome Slide	Proper property management techniques can increase resident satisfaction by 67%. This course is for property managers and leasing professionals for the Cradlewood Community Apartments. If you're ready to begin, please press Begin Course. If you would like some navigation instructions, please click on Navigation menu.
Slide 1.2 Navigation Menu	You will need to know how to navigate through the course in order to revisit information and follow along at your own pace. You can adjust accessibility by clicking the button that looks like a gear indicated below. Use the volume to adjust the sound to your comfort level. To move ahead to the next page, click next. To go to the last page, click the Previous button. You can drag the seekbar forward or backward to listen to the audio again. Click the replay button to hear the information from the page again. Click pause to stop the sound. Click play to start again. And finally, the menu is located on the left. You can click through the course freely.
Slide 1.3 Course Objectives	Property managers or employees in the leasing office will need be knowledgeable about resident retention and satisfaction in the Cradlewood Community Apartments. By the end of this course, you will be able to: Outline the application process. Identify factors that influence resident retention and satisfaction. And choose appropriate responses for resident renewal scenarios.
Slide 2.2 Residential Office	Joe: Welcome to the Cradlewood Community! Megan: Hi there, I have a friend who lives in one of the the apartments upstairs and I was wondering if you're taking any new tenants? Joe: Absolutely! You can begin by filling out an application. The information you provide will be verified to see if you qualify. Is that alright? Megan: Sure. Joe: Excellent, then please sign below and we can get started.
Slide 2.1 Application and Screening Application Layer: Screening Layer:	As the first point of contact for future residents, Joe does a great job exhibiting a friendly professional attitude. Future residents may inquire regarding apartment availability and the application process. Instruct applicants to take their time and fill out their information accurately. Please take a moment to click on the Application and Screening tabs above. When you're done, click Next. Never fill in missing information or sign for an applicant Explain that application information is used to qualify. Follow your company's protocol regarding only one application for each resident. Check the applicant's government-issued ID to verify his or her identity.

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	<p>Screening policies cannot be discriminatory.</p> <p>You must be consistent for all incoming applicants.</p> <p>You'll have to obtain written authorization to check references, credit history, employment, and other personal information provided.</p> <p>You'll be expected to follow all laws governing the screening process.</p>
<p>Slide 2.3 Screening Process</p> <p>Slider Section 1</p> <p>Slider Section 2</p>	<p>The screening process removes unqualified applicants who may be less likely to follow the terms of the lease or have insufficient income or capacity to pay the rent.</p> <p>The initial screening and investigation will be performed by either a Screening service or leasing professional.</p> <p>The CAM, or Community Association Manager, will check the application against approved selection criteria.</p> <p>Finally, the Leasing Professional will notify the applicant. It is imperative that applicants are informed of either approval, or denial.</p>
Slide 2.4 Drag and Drop	<p>Let's see how well you remember what you've learned! Place the answer choices below in order from 1st to last steps in the screening process. Once you've placed the answer choice, another one will appear. When you're done, click submit.</p>
Slide 3.2 Positive Interactions	<p>You want to build relationships with residents in the community in order to help them feel respected and heard. That can be accomplished through positive interactions that consist of:</p> <ul style="list-style-type: none"> Expressing a genuine interest in them and their families Being open and friendly. Creating physical rapport, in a professional capacity. Being an active listener to all concerns and comments they wish to share. And seeking agreement or a middle ground whenever possible. <p>Watch the following interaction and take note of what Joe does to create a positive interaction.</p> <p>Megan: Hi Joe.</p> <p>Joe: Hi Megan! Did you hear back about your application?</p> <p>Megan: Yes, I'll be moving in next week.</p> <p>Joe: That's great!</p> <p>Megan: But I am concerned about the pet deposit. Is that really necessary up front?</p> <p>Joe: I understand. Let's get you settled in and then we can discuss a deposit extension for you. Will that be alright?</p>

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	Megan: Yeah, I think that'll work. Costs just add up when your moving, you know? I appreciate it.
Slide 3.1 Building Relationships	Why take the time to build relationships through positive interactions? To find the answers, click on each photo. When you're done, click next.
Slide 3.5 Do's and Don'ts	<p>In a multicultural marketplace with varying attitudes and ideas, you need to be able to interact professionally with each resident. Please DO:</p> <p>Look for signs of understanding when you're interacting with someone.</p> <p>Choose vocabulary carefully so as not to offend or come off too harsh.</p> <p>Acknowledge anxiety when someone is uncomfortable.</p> <p>Communicate clearly and explain slowly. Fast speech can be confusing as people try to understand your words clearly.</p> <p>Some other behaviors would be considered Don'ts as they shut the door on positive communication. Such as:</p> <p>Stereotyping. Do not assume anything about our residents based on appearance, age, race, or gender.</p> <p>And do not use negative phrasing. Focusing on words like "can't" or "don't" can create a very negative tone to a conversation.</p>
Slide 3.6 Decide What Happens Next	Let's apply what you learned on the previous slides. Imagine a resident enters the leasing office with questions about an upcoming rent increase. She claims she was not notified. Keeping in mind best practice for building relationships with residents, what would be an appropriate response? Click on the answer choice to choose Joe's reaction.
Correct Layer:	
Incorrect Layer:	That's right! You've got it! Please press continue.
Try Again Layer:	That was incorrect. Try another response.
	That was incorrect. Try to remember the 5 keys to building rapport in relationships. Go back to the Menu and click "Positive Interactions" if you'd like to go back and review them anytime throughout the course. If not, please continue.
Slide 3.4 Wrong Answer Knowledge Check #2	<p>Joe: Hi Megan! What can I do for you?</p> <p>Megan: I just found out that there's going to be a rent increase this month. I wasn't notified of this in advance. Why is the rent going up? There's no way I can make that happen, especially this short notice.</p> <p>Joe: Well I know I sent out the notifications weeks ago. I don't know why you didn't receive it.</p> <p>Megan: I don't know either, but that doesn't change my situation. I wasn't given proper notice!</p> <p>Joe: I'm sorry Megan but there isn't anything I can do now. The rent is going up for everyone this month and everyone was sent a letter.</p>

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	<p>Megan: I wasn't! Phone calls, a note on the door, an email, any of those would have worked!</p>
<p>Slide 3.3 Correct Answer Knowledge Check #2</p>	<p>Joe: Hi Megan! What can I do for you?</p> <p>Megan: I just found out that there's going to be a rent increase this month. I wasn't notified of this in advance. Why is the rent going up? There's no way I can make that happen, especially this short notice.</p> <p>Joe: I'm so sorry to hear that Megan. I thought that all residents had already been notified. Our rates have gone up due to the new pool we've added in our community 3 months ago to benefit everyone with a little rest and relaxation close to home. The maintenance costs of the pool and rec center are what is causing the increase.</p> <p>Megan: Oh, I see... But that doesn't change my situation.</p> <p>Joe: I am sorry again. I'll make a note in your file about the lack of notice and see if there's anything we can do to help you through this month. I'll be sure to let you know tomorrow.</p>
<p>Slide 4.3 Resident Retention</p>	<p>Once residents are settled in and you've worked hard to build a professional relationship with them, how can you keep residents happy so that they want to stay and renew another lease? What can you control that would lead to customer satisfaction? The chart below represents responses from our resident satisfaction surveys. Click on each piece to find out the greatest driving factors for lease renewal and overall satisfaction.</p>
<p>Slide 4.2 Resident Feedback</p>	<p>Getting feedback from residents creates a very insightful picture of how we can improve our communities, and how you can help them feel right at home. As you seek resident feedback you will:</p> <ul style="list-style-type: none"> Ask for the resident's unique perspective. Keep an open pathway of communication. Provide continuous communication throughout residence. Conduct periodic surveys. <p>This is the key to retaining and renewing resident leases.</p>
<p>Slide 4.1 Steps to Renewal</p>	<p>The majority of our residents demonstrate their satisfaction through lease renewal. A satisfied resident won't want to leave the community. Lease renewal should be treated like a process. You may want to consider several helpful tips:</p> <ul style="list-style-type: none"> Review renewals at least 90 days in advance of the end of the lease Send written notification if there is a rent increase Follow-up within 5 days and be prepared to build relationships, be prepared for objections, and solving problems Consider having a lease renewal party and community event And finally, visiting residents at their home to discuss renewal can be a good insight into why they may or may not be ready to sign a new lease.

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	What can you do if residents have not renewed yet? Click on each tab to learn more about what you need to do 65 days prior, 30-60 days prior, 30 days prior, and 5 days prior to lease termination date. When you're done, click Next.
65 Days Layer	65 Days Prior to lease expiration, if you have not heard from a resident regarding their plans, you can send a letter outlining rate and term options.
30-60 Days Layer	30-60 Days prior to the lease's end, Call the resident. A phone call may be easier for the resident to explain the situation and ask difficult questions.
30 Days Layer	30 Days Prior to lease termination, send a new lease agreement and follow-up with a phone call. Confirm whether you will be renewing the agreement or moving out.
5 Days Layer	5 Days Prior, send a month-to-month renewal letter to the resident.
Slide 4.4 Knowledge Check	Let's check your understanding to make sure you're on the right track. Imagine this scenario: A resident has been sent a lease renewal letter and been notified of a rent increase 90 days in advance of his/her expiring lease. 65 days prior to its expiration, you sent a letter outlining rates and term options for a new lease. You have still not heard back from this resident regarding his/her intention to stay or to leave. What is the most appropriate response for the situation?
Correct Layer:	Click on the best response and click submit.
Try Again Layer:	That's right! You've got it!
Incorrect Layer:	That is incorrect. Please try again by clicking the button labeled Try again.
Slide 5.1 Quiz Introduction	Let's see how much you've learned about the application process, resident retention, and resident renewal. The following quiz contains 5 questions. You must answer 4 out of the 5 questions correctly to pass or get a passing grade of 80%. When you're ready, click Begin Quiz.
Slide 5.2 Question 1	Which of the following duties must be performed after the CAM has reviewed an application?
Slide 5.3 Question 2	Which of the following controllable factors was shown to have the greatest impact on resident retention, according to collected data?
Slide 5.4 Question 3	What is the correct order of events in the application process? Order the steps below.
Slide 5.5 Question 4	Imagine a scenario: You have already sent a lease renewal letter to a resident, followed-up with a phone call, and tried to address any concerns the resident might have in a friendly manner. The resident has not mentioned a desire to move out. It is now less than a week until his or her lease expires. What is the most appropriate next response?

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Slide 5.6 Question 5	Being genuine, choosing words carefully, and maintaining professional demeanor can help make residents comfortable regardless of differences in our housing community.
Slide 5.7 Quiz Results Passing Layer: Failing Layer:	<p>You passed! You may review your quiz or press the continue button to go on.</p> <p>Sorry, you did not pass. You can review the quiz below or retry for a passing grade.</p>
Slide 6.1 Course Summary	We've covered many points on the application and screening process, building relationships with residents, and resident renewal. Please take a moment to click on each image and read the main summary points.
Application process layer:	The 4 steps of the application process include: Screening, investigating the information, reviewing the application through the CAM, and notifying the applicant of the final decision.
Building relationships layer:	Residents who have relationships and feel connected to others in the community will have increased satisfaction and be more likely to stay.
Resident Renewal Layer:	As residents get ready for renewal, notify them of changes to the lease, send reminders, and talk to residents about their concerns.
Slide 6.2 Congratulations	Congratulations! You have completed the Resident Application and Retention for Managers Course. Click the END button to record results and close the course.