



100 Park | 170 Century Square Drive | College Station, Texas 77840

JOB DESCRIPTION

Leasing Associate

General Description

The Leasing Associate is primarily responsible for initiating and maintaining contact with prospective residents, inclusive of completing lease documents for prospective residents and supports the overall property's marketing plan. Also includes supporting the sales staff while reporting to General Manager on marketing, sales and competitors. Essential Duties and Responsibilities include the following listed below.

General Areas of Responsibility

Sales & Marketing

- Work with GM to optimize ad posting and lead generation processes, systems and analysis
- Work with GM and Multifamily Directors to identify and maintain preferred web development vendors and hosting services
- Establish strategic marketing plans and target occupancy benchmarks
- Assist GM in optimizing occupancy with effective marketing
- Track ROI marketing
- Monitor expense numbers to determine advertising focus
- Track new marketing trends within multifamily industry.
- Conduct monthly ad reviews.
- Conduct Property inspections for new marketing ideas.
- Produce Marketing performance reports through Yardi with conversion ratios.

Customer Service

- Complete and audit lease applications or agreements and collects rental deposit.
- Ensure model apartments and target apartments are ready for show.
- Responsible for maintaining work areas and office in clean and orderly manner.
- Awareness of the curb appeal of the property.
- Thorough knowledge of lease terms, specifications and all community policies.
- Exceptional telephone and sales techniques.
- Knowledgeable of current market conditions.
- Fully informed of current rental rates, sizes, locations and all amenities of property.
- Maintain contact with all apartment locator services and realtors.
- Responsible for shopping competitive properties.
- Develop full knowledge of paperless leasing system, application information required, screening processes and policies regarding rentals.
- Responsible to conduct out-reach marketing with leasing team at least twice per week.
- Develop and maintain an on-going resident retention program under direction of General Manager.
- Responsible for proper maintenance of all resident and property files.
- Responsible for maintaining and updating internet advertising.
- Efficient and timely processing of Monday leasing reports from prior sales week.



- Responsible for reporting unusual or extraordinary circumstances regarding the property or residents.
- Courteous, efficient handling of resident requests and complaints.
- Maintaining a professional appearance and attitude.
- Responsible for seeking educational opportunities and self-improvement for personal growth and development of the team.
- Monitor and report building vacancy levels to management.
- Lead and delegate resident community functions
- Monitor lease expirations.
- Maintain Yardi for all leasing matters.

Reasoning Abilities

- Moderate - Must be able to apply principle of logical thinking to a variety of practical situations and accurately follow standardized procedures that may occasionally call for minor deviations. Must be able to think rationally beyond a specific set of instructions.
- High - Must be able to work at a fast pace, perform duties while under pressure, and meet deadlines in a timely manner, to interact/communicate with other associates, residents, visitors and the public in a professional and pleasant manner.

Physical Requirements

- Stand, walk, or sit alternatively depending on specific needs of the day. Estimate 70% of time is spent on feet and 30% sitting at desk.
- Have frequent need (66% to 100% of time) to perform standing and walking activities related to inspecting and presenting property.
- Have frequent need (66% to 100% of time) to perform the following activities:
 - Bend/stoop/squat/kneel – Pick up litter, filing
 - Climb stairs – show and inspect property
 - Push or pull – show and inspect property, close doors/cabinets
 - Writing/typing – corporate/inter-office, resident communications
 - Grasping/turning – telephone, doorknob use; finger dexterity – operation of office equipment
 - Lifting / carrying – Paperwork, deliveries, books, files, misc.

Qualifications

- Client service-oriented attitude.
- Bilingual is a plus.
- Class A+ lease up experience a plus.
- Excellent verbal and written communication skills.
 - Strong organizational and prioritization skills.
 - Advanced computer skills.
 - Strong work ethic.
 - Knowledge of MS Office (Word, Excel, PowerPoint and Outlook).