

07/08/2016

## Job Description – Residential Leasing Consultant

Reports to: Residential Property Manager

The Leasing Consultant is responsible for leasing apartments to ensure profitable occupancy rates are achieved; assisting the Property Manager in fulfilling the needs of the apartment community.

Job responsibilities as listed below but not limited to:

- Present a professional and positive image at all times.
- Maintain on-going, in-depth knowledge of market comps, market rents and demographics to give a competitive edge. Evaluate and make recommendations for rental pricing. Prepare or assist in preparing monthly Market Study of comps.
- Seek out new residents through outreach, cold calling, direct marketing, distributing literature and contacting various organizations.
- Tour/Show apartments and property to prospective customers.
- Perform a final walkthrough of the apartment prior to the future resident moving in.
- Follow up on all traffic leads (phone calls, visitors, internet, etc.) within 24 hours of receipt and record all in OneSite at time of receipt.
- Verify accuracy and completeness of lease packages, by collecting all required items prior to lease approval.
- Understand, interpret, and apply applicable Fair Housing regulations, Delaware Landlord/Tenant Code, Federal, State and local laws as they relate to property specific guidelines.
- Daily inspection of the market ready apartments for curb appeal.
- Provide excellent customer service by answering phone by 3<sup>rd</sup> ring; with same day or maximum 24 hour follow up and entering information into OneSite, and by having a courteous and professional attitude toward all customers.
- Perform additional tasks as assigned by management.