Leasing Consultant Goals\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The following are the top goals we expect all Leasing Consultants to reach:

1. Personally view 85% of the homes currently for Rent at all times. This means you will view the interior and exterior of the home to know what the product looks like.

The purpose of viewing the homes even when occupied allows you to better “sell” the home to prospective residents over the phone. The overall goal of course is to decrease the vacancy time for owners. You will view all homes within 5-7 days of the home being placed on the Internal Leasing Report (ILR).

* 1. Usually this will be 5-7 days after you receive a resident’s notice (30-day) to vacate.
  2. If the property is resident occupied, you will coordinate with the resident for a time where you can come by and see if it is “showable” (presentable enough to show to prospective residents).
  3. If the property is not showable, the property will be placed on HOLD and you will have to schedule a time to go see the property again once the work is completed and it is Ready for Move in.
  4. If it is Owner occupied (a new property usually), then you can coordinate with the owner to come by and see it.
  5. If the home is vacant, make time in your schedule to see it.
  6. For further instructions on showing occupied homes

1. Keep the applicant pipeline full by calling on the Applicant Information Sheets (AIS) daily.  Within M1 you track all of your AIS’s (Current Prospective Residents). They are called daily as needed with follow ups to work the prospect as far as you can go to make a decision (View a property, fill out application, or withdraw from actively looking).
2. Input all prospective residents into M1’s contact management system (AIS) for future farming and referrals.
3. Get an email address from each prospect to add to the weekly broadcast email.
4. Goal for the average number of “Days on Market” (DOM) to be 21 days across the entire “For Rent” portfolio.
5. Goal for closing ratio on setting appointments to be 35% (25% minimum).

There is will be a weekly report conducted by management tracking...

a. incoming calls

b. closing ratios on appointments set

c. ratios on appointments showed

d. ratios on applications taken

e. applications qualified

f. and properties rented

1. Goal for appointments that show to be 65% (55% minimum). Goal for closing ratio for applications to be 50% (40% minimum). Sample report can be found in M1 Library