
Director of Leasing System Manual



Purpose Statement:

To improve the lives of real estate investors and residents through property management solutions.

Systems Manual: Director of Leasing

Reporting to Vice President of Operations

KRA's – Key Result Areas

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- 4. Showing Presentation – p13
- 5. Application Processing – p17
- 6. Lease Signing – p20
- 7. Move-In Coordination – p24
- 8. Other – p26

Templates:

- 1. **Application**
 - a. Residential Rental Application.docx
 - aa. Residential Rental Application.pdf
 - b. Credit Scoring Matrix
 - c. Landlord Verification Request form
 - d. Rental Approval form. xlxs
 - e. Rental Approval form instructions
 - f. Adverse Action letter
 - g. How to Generate Adverse Action Letter via Rent Screener
 - h. How to Use Square
 - i. Showing Pre-Qualification Form
 - j. Online Residential Rental Criteria
 - k. Sec 8 applicant scoring
 - l. App Fee Disclosure
 - m. Employment Verification Request

2. **E-Mail Responses**

- a. EM Template for Housing Assistant Request
- b. Available Reply
- c. Misc. Email Responses
- d. Lease in Process
- e. Rented
- f. Owner notification- Rented
- g. Due at move-in & Utilities
- gg. Due at move-in & Utilities (Lease Only)
- h. Deposit payment link and instructions
- i. DocuSign Instructions EM to tenants

3. **Lease Packet**

- a. Merged Lease Agreement
- aa. Word Lease Agreement
- b. New Lease Checklist
- bb. New Lease Checklist (LEASE ONLY PROPERTIES)
- c. Merge Lease Instructions
- d. Lease Agreement Instructions
- e. Sight unseen verbiage
- f. Lead Based Paint Disclosure
- g. Lead Based Paint Hand-Out.pdf
- h. Brokerage Disclosure-tenant.docx
- i. Co-signor form
- j. Concession addendum
- k. Lease excel template
- l. Residential Lease Fee Invoice
- m. Paint addendum
- n.
- o. Recently Typed Leases – Folder
- p. Sec 8 applicant scoring

4. **Other**

- a. Behavioral Values
- b. Office Policy
- c. CodeBox Instructions
- d. Letterhead
- e. Leasing FAQ
- f. Performance evaluation form
- g. Shopping Competition Form
- h. Fair Housing Law and Protected Classes
- i. Fair Housing Poster
- j. Recurring Monthly Calendar
- k. CP20 – Commission Position Statement on Personal Assistants
- l. Completed lease spreadsheet - Folder
- m. How to post to Craigslist

- n. Dou-U-Sign GM instructions
- o. Passwords
- p.
- q.
- r. Request for sign or lockbox removal
- s.
- t. Steps for uploading virtual tours
- u. Leasing Activity Spreadsheets – FOLDER
- v.
- w. Lockbox/Sign Inventory
- x. Lease Only Instructions
- y. Adding properties to RE Colorado & Making Changes to Existing Properties

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Position Overview – Direct of Leasing (DL)

The DL will report to the Vice President of Operations (VPO).

The Director of Leasing will be accountable for leasing all residential properties.

The primary objective of the DL is to get each residential property leased to a quality resident, who meets all of the GM applicant criteria, within 30 days of being advertised.

The DL will not perform any duties for which a Colorado real estate license is required including, but not limited to, negotiating lease terms. The DL should act as an unlicensed assistant as defined by the Colorado Real Estate Commission. See the Colorado Real Estate Commission CP-20, 'Position Statement on Personal Assistants' (template 4k) for a full description of allowed duties. Should CP20 conflict with any of the below, CP20 should be followed.

All leasing activities shall be performed in accordance with all State and Federal Fair Housing Law(s) as listed on template 4H (fair housing laws and protected classes).

System Manual Overview:

The system shall run the business, and the team member shall run the system.

Systems are simply road maps or instructions that allow the Grace Management processes to be repeated and easily duplicated.

Property management done on a large scale is an extremely complex business with many moving parts. In order for Grace Property Management to be successful, it must be consistent.

The purpose of the system manual is to provide a consistent and specific way of doing business, and to ensure that each property resident, owner, and as much as possible, each situation, are treated the same. Also, to define HOW Grace Property Management will do property management.

The System Manual will provide each team member with specific KRA's (Key Result Areas) for which they are responsible and a specific measure of success for each KRA, so that each team member always knows whether or not they are succeeding.

Team members should always refer to their specific system manual to determine the answer to a question before bringing that question to the Director of Operations.

Any deviation outside of the system must be recognized as an exception to the system. While exceptions are necessary from time to time, each exception is by nature inefficient, and should therefore be avoided.

Each team member shall constantly work to improve the system. One purpose of the monthly Performance / Evaluation meeting with the Director of Operations is to ensure that on-going system improvements are suggested, discussed and implemented.

1- Phone Inquiries

Measure of Success: Return ALL phone calls the same business day the message was left.

1. Incoming calls are to be answered whenever possible within 3 rings and answered 'with-a-smile'. Take messages regularly throughout the day on the 'for rent' extension – 8.
Delayed response time can lead to lost leads – so return e-mails and phone inquiries ASAP.
 - a. All messages should be returned as soon as possible. Any phone message left after the office has closed should be returned no later than 12:00 noon on the following business day.
 - b. Applicant inquiries should be returned in like kind. If an e-mail inquiry is received an e-mail response should be sent. If a phone message is received, a phone call should be returned.
 - c. This phone contact is most likely the first point of contact with Grace Management a prospective applicant will have. Work hard to make a great first impression. This person will also be calling other property management companies – make sure they remember you by your kindness and competence.
 - d. Any questions asked by the caller that make you feel uncomfortable or sound like they may be leading in a questionable direction, either for fair housing or other reasons, should be passed directly to the PM.
 - e. The DL must follow all fair housing guidelines at all times. (see template 4H and 4F, Commission position statement on unlicensed agents and fair housing law / protected classes).
2. When returning calls, if you receive a voicemail the message you leave should generally follow this script: (script can be shortened depending on caller's needs)

Hi Bob, this is Sally with Grace Management. I am returning your call regarding the home for rent at 123 Main Street, in Thornton. This home is currently available for rent. It is a 4- bedroom, 3 bath, two story, single family home that has a two-car attached garage and unfinished basement. The rent is \$1,500 a month, with a security deposit from \$1,500 and is available for immediate move-in. The home Does / Does Not accept pets. We have photos and additional information on our website at www.rentgrace.com (*say slowly*). If you have any other questions or would like to set up a time to view the home, you can call me directly at 303-255-1990 ext. 8. and my name is Sally. Have a nice day!

3. When returning calls and you speak with the prospect your conversation should start by generally following this script:

“Hello, May I please speak with Bob? Hi Bob, this is Sally with Grace Management, how are you today? I am returning your call regarding the home for rent at 123 Main Street, in Thornton. Do you have any specific questions, or may I give you a basic overview of the property? *(if they do not have specific questions then continue with)* This is a 4-bedroom, 3 bath, two story, single family home. It has a two-car attached garage and unfinished basement. The rent is \$1,500 a month, the security deposit is **FROM** \$1,500 also, and is available for immediate move-in. (wait for response) What questions may I answer for you?

- a. Unless the prospect has a reason why the property is not what they are looking for, the DL should offer to set up a property preview during every initial conversation by asking “Would you like to set up a time to preview this property?”
- b. See “KRA item 2 – Schedule Showings” for procedures on how to schedule showings.

4. If the property is rented the message you leave or conversation you have should follow the following script:

“Hi, this is Sally with Grace Management and you had called on a property for-rent. At (property address) Unfortunately that property has been rented but we do have other properties available. Please visit our website at www.RentGrace.com to view ALL of our current properties for-rent. If you do not see a home, you are interested in you may click on our ‘Subscribe to Listings’ button. If we get a home listed with your criteria you will get an email alert. If you have any questions, feel free to call me at 303-255-1990 x8. Thank you and have a good day!”

- a. If we have another available property that is similar or located close, inform the prospect about this other property.

5. If the prospect says that they have seen a sign on a property for which the DL does not yet have an information sheet, inform the prospect that “I’m sorry, but that must be a brand new listing for which I should have information within the next 24 hours. You are welcome to check out our web-site or call me back at that time.”

- a. GM will NOT take the prospects name and number to contact them back but encourage them to use the ‘subscribe to listings’ button to sign up for auto notifications.
- b. Get the address in question from the prospect and e-mail the PM’s to request a property info sheet from them if you have not already received the property info sheet.
- c. If a prospect asks about upcoming or future properties for rent, simply tell the prospect, “ I am sorry, I do not have any information on future upcoming properties, but you can go to our ‘Subscribe to Listings’ on our

Homes for Rent page on our website www.RentGrace.com. By entering in your criteria, you will get an email alert if any homes come available in the area you are searching.”

6. If any prospect (at any time during the leasing process) asks if we accept service animals, assistance animals, or emotional support animals; the answer is “YES, we are a fair housing provider”.
 - a. If they ask if they can get or bring a service or assistance animal, inform them that “YES, we are a fair housing provider and our company’s Vice President of Operations will contact you to walk you through the process”.
 - b. Immediately give the tenants contact information to the VPO who will work the process.
 - c. The processing of this request must be done in compliance with HUD and State of Colorado laws pertaining to fair housing and discrimination.

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2 – Schedule Showings

Measure of Success: Set showings with ONLY pre-qualified prospects.

1. If we have a hold on an approved applicant, we will NOT schedule showings with new-interested parties until after 9:30 the next morning.
 - a. The hold period starts at the time the lease is sent out to the approved applicant until 9:30 the next business morning.
2. All showing appointments must be made by phone; no showings may be schedule through online or e-mail communication. A copy of the prospects driver's license or identification is required for ALL showings. Prospects may take a picture of their driver's license with their phone and email it, fax it, text it or drop it by our office and we can make a copy of it prior to the showing if they are unable to do any of the previously stated.
3. There are 2 showings options which we can potentially show a property:

Showing Option 1:

Personalized Showing: A personalized showing is a showing in which the DL physically meets the prospect at the property.

- a. Personalized showings will only be performed by the DL on North-Denver area properties which are properties located in the below zip code list.

- | | |
|---------|---------|
| • 80003 | • 80229 |
| • 80020 | • 80233 |
| • 80021 | • 80234 |
| • 80022 | • 80241 |
| • 80023 | • 80260 |
| • 80030 | • 80601 |
| • 80031 | • 80602 |
| • 80221 | • 80640 |

b. PERSONALIZED SHOWING PROCEDURES –

If a prospect would like to set up a showing they must be pre-approved through our 'Showing Pre-Qual Form' (template 1i) and submit a copy of their driver's license.

1. If the prospect **DOES NOT** meet the Pre-Qual standards (template 1I) inform them that "I'm sorry, but

unfortunately you do not meet our pre-qualifications.” No showing is needed.

2. If the prospect **DOES** meet the Pre-Qual standards, then set up a time to show them the home.
3. Before ending the call with a prospect that has set up a showing, tell them:
“We recommend completing an application as soon as possible. This way, if you do wish to rent the property, we can begin processing it immediately. You can apply on our website under the ‘for rent’ tab by viewing property details or ‘tenants’ tab and choosing ‘online application’.”
4. After a showing has been scheduled, enter the showing info on the i-cal ‘Leasing calendar’. Each showing entry should include the property address, time of showing, prospects name and phone number.
5. It is ok to set up multiple prospects for one showing time.
6. DO NOT set up more than one group showing per day for any one property.
7. If showing a property that is currently occupied do not show more than one group at a time.
8. Normal showing times are Monday – Friday 9:00am to 4:00 pm. The DL may show outside of these hours if it works for their schedule on particular days.

Showing Option 2:

Lock-box showing: A lockbox showing is a showing which takes place on a property outside of the geographic zip code list, or when the DL or the assigned Property Manager is not able to show the home.

a. LOCKBOX SHOWING PROCEDURES

1. Complete the ‘Showing Pre-Qual form’ (template 1i) to confirm the applicant is pre-qualified to view the home.
2. If the applicant **DOES** pre-qualify, fill out the bottom of the pre-qual form with the requested info.
3. Inform the applicant that this property is available for them to view and set a time. You do **NOT** need to inform the