

# 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**

- \* Position Overview / System Manual Overview – p3
- 1. Inquiries –p6
- 2. Scheduling Showings – p10
- 3. Showing Presentation – p13
- 4. Other – p14

## **Templates:**

- 1. **E-Mail Responses**
  - a. EM Template for Housing Assistant Request
  - b. Available Reply
  - c. Misc. Email Responses
  - d. Lease in Process
  - e. Rented-Unavailable
  - f. Tour Email Templates
- 2. **Marketing**
  - a. Lockbox Logs
  - b. Electronic Lockbox Instructions & Information
  - c. Steps for Uploading Virtual Tour
  - d. Property Over 30 Days Checklist
  - e. Listing Zip Code List
  - f. Shopping Competition Form
  - g. Marketing Invoice
- 3. **Other**
  - a. Leasing Activity Spread Sheets
  - b. Behavioral Values
  - c. Office Policy
  - d. Leasing FAQ
  - e. Letterhead
  - f. PE Leasing Consultant
  - g. Recurring Monthly Calendar
  - h. Pre-Qualifying Questions
  - i. Passwords
  - j. CP20 Position on Personal Assistants
  - k. Personalized Showings

- l. Avoid Being Scammed Letter
- m. Fair Housing Poster
- n. Fair Housing Law and Protected Classes

**PMBuild.com**

## **Position Overview – Direct of Leasing (DL)**

The DL will report to the Vice President of Operations (VPO). The Director of Leasing will work hand in hand with a Leasing Consultant.

The Director of Leasing will be accountable for and oversee all leasing of residential properties and may have specific tasks that will be pointed out within this manual.

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 members 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 VP 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 VP of Operations is to ensure that on-going system improvements are suggested, discussed and implemented.

## 1- Inquiries

**Measure of Success: Return ALL inquiries in like kind, the same business day the inquiry was received.**

1. Inquires can come in either via phone calls or emails.

### Phone Calls:

2. Incoming calls are to be answered whenever possible within 3 rings and answered 'with-a-smile'. Check messages regularly throughout the day.

**Delayed response time can lead to lost leads – so return emails 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 email inquiry is received an email 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 you don't like the way they may be leading in a questionable direction, either for fair housing or other reasons, should be passed directly to the PM or VPO.
- e. PM/DL must follow all fair housing guidelines at all times. (see template 2N and 2O; Commission position statement on unlicensed agents and fair housing law / protected classes).

3. 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. I have sent you a link via your (text or email) with the advertisement information. 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](http://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. 08. and my name is Sally. Have a nice day!

4. 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, you should offer to set up a property tour during **every** initial conversation by asking “Would you like to set up a time to tour this property?”
- b. See “KRA item 2 – Schedule Showings” for procedures on how to schedule showings.

5. If the property is rented the message you leave at 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.RentPlace.com](http://www.RentPlace.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 x08. 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.

6. If the prospect says that they have seen a sign on a property for which the Leasing Team hasn’t been informed of the new listing from the PM, kindly let the prospect know, 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 website or call me back at that time.”

- a. GM will NOT take the prospects name or 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, review information in RV. If unable to make sense of why the sign is at the property e-mail the PM to inquire if the home is available for rent as you haven’t heard from them.

- 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 Rentals page on our website [www.RentGrace.com](http://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.”
7. 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. Let them know your company’s Vice President of Operations will contact them to walk them 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.
7. All calls should be entered into Tenant Turner.

**Email inquiries:**

8. All emails are either sent to [Rent@RentGrace.com](mailto:Rent@RentGrace.com) which will automatically be forwarded to LLR via Tenant Turner and flow through their process. To understand how TT works, visit their help docs <http://help.tenantturner.com/en/>
9. Check and return emails regularly throughout the day.
  - a. Inquiries should be returned in like kind; Email to email, or phone call to phone call. All messages should be returned as soon as possible, but no longer than within one working day. All emails in the email inbox in the morning should be replied to by 12:00 noon daily.
  - b. If a property has been vacant for 30 + days it is considered a high alert property. If possible, all contact to prospects should be returned by BOTH phone and email (if both are provided). We should also review template 4T for each of these properties.
  - c. Reply to all initial inquiry emails with either the ‘available’ (template 1b) or the ‘Rented-Unavailable’ (template 1e) email template. If the prospect asks specific questions in their inquiry, respond to those questions specifically in addition to using the template. If a property has a ‘hold’ due

to an approved application but waiting for a signed lease, use the email notification 'Lease In Process' (template 1d).

- d. If a prospect attempts to schedule a showing via email, call the prospect by phone and follow the process as listed in KRA #2, - Schedule Showings.
10. Website leads will be directed to the RSC. If the lead is meant for leasing, they will forward it to the DL who will enter this information into TT as needed and communicate with the lead as needed.
11. PM might also receive a lead. This is common when their owner client might be more involved. The PM should direct the lead to the website which in turn will flow to the DL via TT.

PMBuild.com



## 2 – Schedule Showings

### **Measure of Success: Set showings with ONLY prequalified prospects.**

1. Showings are processed via Tenant Turner.
2. 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 tenant states they want to commit to a lease in process until 9:30 the next business morning. See DL's SM for more details.
3. All showing appointments must be made by phone; no showings should be scheduled through online or email communication. A copy of the prospects driver's license or government issued 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 off at the office so we can make a copy of it.
4. There are 2 showing options in which we can potentially show a property:
  - a. Option 1 = Personalized showing  
For information on this type of showing, which is primarily performed by a PM instead, see template 2k.
  - b. Option 2 = Lockbox showing  
This is the preferred method and is described below.

#### **Showing Option 2:**

#### **Lock-box showing (preferred method):**

A lockbox showing is a showing which allows the prospective resident to view the home on their own.

#### **a. LOCKBOX SHOWING PROCEDURES**

1. Prequalify the prospective resident via Tenant Turner prior to viewing the home. Do your best to confirm the answers to these questions.
2. If the applicant DOES pre-qualify, move forward with scheduling the tour.
3. Inform the applicant that this property is available for them to view and set a time. Do NOT inform the applicant at this time that this will NOT be a personalized showing. Doing this helps protect GM from scams.