



The Power of Our Voice

**BUILDING STRONG LANDLORD/
TENANT RELATIONSHIPS**

Whether you oversee a senior community or a family community, all property managers have relationships with a variety of tenants.

This course will cover concepts in providing great customer service, how to be an accommodating property manager, and how to establish trusting relationships with tenants.



IT'S THE
LITTLE THINGS
THAT COUNT!

KEEPING THE COMMUNITY
CLEAN

YOU CANNOT MANAGE
BEHIND A DESK

DON'T MAKE PROMISES YOU
CANNOT KEEP

HELLO, GOODBYE, THANK
YOU



THE STAFF TEAM EFFORT!

THE GOAL FOR IMPROVING PRACTICES IS TO IMPROVE SERVICE DELIVERY, THE RESIDENT EXPERIENCE AND SATISFACTION. DOING SO WILL DELIVER ENHANCED RETURNS FOR OWNERSHIP.

Don't open a shop if you can't smile.

There is no room for staff members who are not courteous and professional.

Hire the attitude and teach the technique.



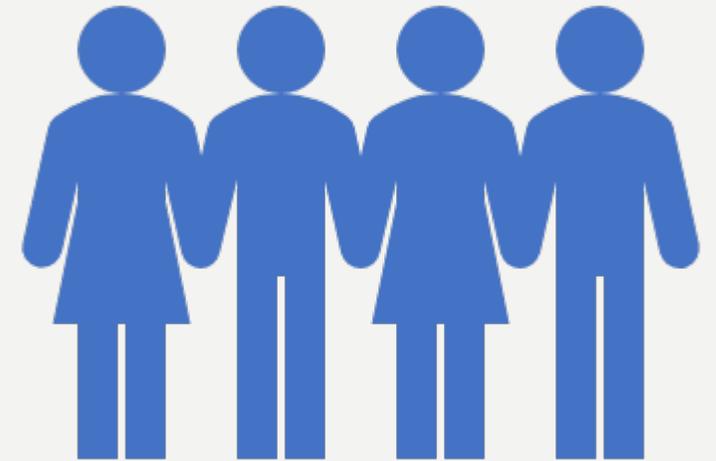
The entire community staff affects service quality. The quality of service delivery cannot be viewed as solely the maintenance team's responsibility.

Work order management and quality service requires a team effort.

The process begins when the office staff receives a service request from a resident by phone or e-mail.

The entire onsite staff must focus on work orders, outstanding requests and service-delivery performance.

Because the office staff is also involved in service delivery, they must be aware of the importance of service requests and be trained suitably to be more supportive of the process.



COMMUNICATION AND FEEDBACK



Ensure rapid communication and feedback. The days of not having e-mail accessibility for residents are gone. Today, residents are busier than ever and their time is limited. They want 24/7 access to service. Having and promoting a community e-mail address is an important step in improving communications. Responses to communications from residents must be prompt. A failure to respond quickly creates unnecessary frustrations for residents. These create memories that are not quickly forgotten.

Follow up with every completed work order. Because of the clear impact of outstanding maintenance problems on satisfaction, more communication with residents regarding work orders is critical. Two steps should become policy: contacting residents regarding delays in completing a work order, for example, letting them know a part is out of stock; and following up with all residents via calls or e-mails on completed work orders to ensure work was done their satisfaction. Just because a work order is noted as being complete does not mean that it is complete in residents' eyes; checking in has immense value because of the effect problems have on satisfaction.

Host weekly onsite staff reviews.

All onsite staff should be included. The agenda should cover a constructive random audit and review of work order quality. Review the number, percent and type of outstanding work orders to assist with planning. Review other metrics mentioned earlier for service delivery.

BRICK
& MORTAR

Consider curb appeal.

Dirt does not sell. Curb appeal includes more than just the areas around the leasing and management office.

Residents often cite frustrations that while the front of the community looks great, where they live does not look as good.

The issue easiest to control is cleanliness, of course, because the community staff is responsible for this. If outsourced, make sure the service provider knows the company's and residents' expectations and monitor the provider's performance.

Ensure clean laundry rooms, fitness centers and pools.

Cleanliness, adequacy, condition and accessibility are the operable words for amenities.

If a contractor performs the laundry service, an onsite tour of the rooms and equipment and an action plan are valuable.



KNOW WHAT IT IS THAT
YOU WANT TO DELIVER.

GREAT CUSTOMER
SERVICE STARTS BY
HAVING A VISION.

YOU HAVE TO SEE WHAT
IT IS THAT YOU WANT
TO ACCOMPLISH.

TRY THIS EXERCISE

Imagine one of your residents is having a conversation with a friend and the conversation is about you, your team and your property.

Your resident is asked about their experience and as they are about to answer you suddenly have the power to control their thoughts and words.

If you had such power what would you have them say about you, your team and your property? Maybe you would have them say:

“I love living at my apartment community because the staff is so friendly. They know me by name and talk to me like I am important to them. When I need something they get to it right away and it is always done right the first time.”

The big question is how do you make this vision a reality? Once you decide on what your vision is for your customers it immediately leads us to our second point:



WHAT DO YOU HAVE TO DO TO MAKE YOUR VISION A REALITY?

You start developing the delivery of your vision by breaking it down into points of action.

In my example above I touched on the following items:

Friendly staff, they know my name, I feel important, prompt response, quality workmanship.

The next thing we must do is put together an action plan for delivering these items.

We must ensure that we hire friendly people. We must put together a plan for learning the names of all of our residents.

We must make sure that we have systems in place that allow us to respond quickly to the needs of our residents and we must make sure that we are all properly trained on all aspects of our business.

One important point to consider is that you must gain the commitment of every team member in order for this to work.

THIS IS
EASIER SAID
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NEXT POINT:

You must recognize that what you do and how you do it affects the other members on your team.

If we develop tunnel vision we don't always see how our carelessness affects our coworker's ability to deliver our vision.

We must exercise our peripheral vision.

Customer service isn't always easy.

Sometimes we will be tested by our coworkers, customers and even our friends and families but once we walk through the doors of our place of business we need to realize that we are being watched by everyone and we need to carefully choose our attitudes.

Since you get to choose your attitude towards your work, your employer and your customers make sure you are picking one that you can be proud of and one that supports your customer service vision.

How do we apply these visions
everyday?

How do we apply them in
affordable housing compliance?



OPEN DISCUSSION TIME

