

End Points

Stephanie Getek, Albany, Ga.

10 Things

That Make the Apartment Industry A Meaningful Career Path for Young People

1. Fun. “I cannot begin to count the memorable times I’ve experienced working in the apartment industry. From participating in monthly client socials to dunking booths during a fundraising event, it’s important to enjoy what you do. At the end of the day I want to be able to say ‘I had fun at work,’ and I can!”

2. Sense of Accomplishment. “When I was 17 and took my first position as a leasing professional, I was trying to find a job so I could become independent. Six years later, I’m still learning and enjoying what I do at work. I’m proud that at age 24, I have progressed to property manager.”

3. Marketing. “I never realized how much fun marketing was until I joined BBR Management. I get to blend my young creativity with their sensational ideas. Together, it is melded into the most amazing batch of success!”

4. Socialization. “Socialization is defined as a continuing process, whereby an individual acquires a personal identity and learns the norms, values, behavior and social skills appropriate to his or her social position. In the apartment industry, I have met hundreds of people from all walks of life that have helped me become the person I am today.”

5. Skills. “Every day, you learn how to cultivate brainstorming skills, problem-solving skills, active listening skills and resource management skills. These have helped me not only in my professional life, but also in my personal life.”



Name: Stephanie Getek
Title: Property Manager
Company: Hidden Oaks Apartments

6. Endless Possibilities. “Whether your interest lies in becoming a relocation specialist, property manager, regional manager, service manager, marketing director or vice president of property management, there are endless possibilities and potential for young people who are looking for a career, and not just a job.”

7. Continued Education. “It’s satisfying to be able to use what I have learned about the different aspects of property management to good use. My career is more about the pursuit of a passion; the perk is the requirement of continued education and certification.”

8. Motivation. “If you are motivated by money, there are leasing incentives. If you are motivated by humanity, you can help people find not only a place to live, but a place to call home. If you are motivated by leadership, there is the ability to advance within the industry.”

9. No Cubicles. “In high school and college, I remember that the most feared jobs were those where you were confined to a cubicle. But it seemed almost as though cubicle was synonymous with career. In the apartment industry, I have yet to set foot into a cubicle. I spend a good mix of time inside and outside of my office completing everyday tasks and that helps keep me focused and my day moving in a positive direction.”

10. Job Security. “My career enables me to choose where I want to live and to survive and thrive in the industry. There will always be college students moving away from home, families not ready to buy into the real estate market and people who just prefer to have the hassle-free, maintained life of renting. As long as you remain competitive in the market, keep a good attitude and believe in what you are renting, you will succeed.” **NAA**

If you would like to be considered for a future *End Points* column, please contact Paul Bergeron at 703/797-0606 or paul@naahq.org.