

## End Points

Jeremy Lawson, NALP, Kansas City, Mo.

# 10 Things

## Everyone Should Know About A Leasing Career

**1. Our job is always changing.** “The recent social media craze and downturned economy have increased competition among apartment communities for prospective residents. With many markets saturated, we have to change our marketing methods to stand out. Mobile lead inquiries and frequent Facebook status updates are just a couple of the newest changes our industry has seen. If you are not on the technology bandwagon, your competitors may pass you by.”

**2. It’s not for everyone.** “You have to love what you do. Unfortunately, not everyone that I have worked with has felt this way. You can’t look at your leasing career as a paycheck, but rather as a networking opportunity and the chance to help people find a new place to call home.”

**3. It is hard, meticulous work.** “From legal documents to leasing, filing and follow-up, leasing professionals have so much on their plates. The daily duties are endless. If something is mistyped or messages aren’t checked, something important may be overlooked.”

**4. You can’t just show up.** “Leasing professionals aren’t just ‘baking cookies’ anymore or sitting at their desks waiting for business. From walking models, facilitating move-ins and managing make-readies from the moment we walk in the door each morning, our days are continuously fast-paced. Leasing professionals need to put thought into planning their daily activities to ensure they are making the most of their time.”

**5. We find time for fun.** “For someone who likes to stay on their toes, a leasing career is endless fun. You are going to have those occasional, ‘I need a vacation’ days, but for the majority of time it is a blast. For me, the fun comes from working for a great company and with an amazing team. It is so important to joke around and lighten everyone’s spirits.”

**6. You must continue learning.** “With all of the fair housing lawsuits and constant changes to local and national laws, it is essential to keep learning in this industry. The NAA Education Institute (NAAEI) offers an online National Apartment Leasing Professional (NALP) program and classes at local, affiliated associations, making it easier than ever to educate yourself. Attend local seminars and get involved with your local association.”

**7. You need to have personality.** “You can’t let yourself fall into the ‘it’s the same stuff, different day’ mindset. Change your work routine as much as you can until it works for you and makes you excited to go to work. Create a new tour route, telephone script or try a new closing technique.”

**8. It takes energy.** “Anyone who has met me would say I am always full of energy. But it doesn’t come naturally; I work hard to keep it that way. I am a firm believer that positive attitudes and high energy are contagious. Each morning, I warmly greet my co-workers and continue to sing and tell funny stories throughout the day.”

**9. Be the best.** “So goes the saying, ‘Good, Better, Best. Never let it rest.’ I couldn’t have said it better myself. One thing I have learned being in this business is that you have to push yourself. Always be looking for new and different ways to improve and excel in your career. It won’t go unnoticed.”

**10. Make yourself stand out.** “Creating a name for yourself will take your career to a whole new level. Whether you want to stay on the leasing side or transition to management at some point, being recognizable will help. Talk to vendors and create relationships with competitors. You never know when you may be working with them.”

If you would like to be considered for a future *End Points* column, please contact Kerry Sullivan at 703/797-0678 or [kerry@naahq.org](mailto:kerry@naahq.org).



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