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10 Things

That Make Me Glad to Be in the Apartment Industry

1. Variety. “No one could possibly write a complete job description for a property manager, with the many and varied tasks I’m responsible for on a daily basis. In one day, I could be a groundskeeper, a counselor, a cleaner, a lifeguard, safety coordinator and, my favorite, a hall monitor.”

2. My Co-workers. “My co-workers are important people in my life because so much of my time is spent with them. Teamwork is an essential element in the success of a company. I value my team and its initiative to do whatever it takes to achieve our goals.”

3. Associated Estates. “I have been a proud member of my company, Associated Estates, for more than 14 years. I appreciate its leaders’ commitment to utilizing cutting-edge technology to improve efficiencies and provide me with the right training, tools and incentives to be competitive.”

4. Winter. “The challenge of moving mounds of snow out of parking lots and walkways quickly is both mentally and physically challenging, but I do love the crisp, cold Michigan weather and it’s great exercise. . . wait, did I really just say that?”


5. Summer. “What other industry allows you to step back and enjoy the company of residents of all ages—especially our school-age residents who are first in line at the pool on opening day, regardless of the weather forecast?”

6. Humor. “In property management, you must have a sense of humor. I encounter all types of people and situations at my job—some better than others. But I laugh every day at work and this generates shared laughter and the spirit of fun with my team. Humor helps create winning teams, so I say, lighten up.”

7. Baked Goods. “You’ve got to love those residents who love to bake and share.”

8. Going Green. “I am glad to be in an industry that allows me to make such a positive impact on the environment. I am able to reach out to hundreds of residents and promote environmental responsibility practices. Over the years, with my company’s support, I have encouraged recycling by providing bins and paperless services such as online maintenance requests and Internet payment services.”

9. Family. “I am thankful to have a family that is supportive, encouraging and understanding during long days, after-hours emergencies and the general craziness of property management. I value my time off and enjoy spending it with my husband, Erik, and daughter, Taylor.”

10. End of the Day. “Above all, I look forward to the satisfaction I feel at the end of each day, knowing that I have served my residents to the best of my ability.” 

Jolene Sarlund with husband Erik and daughter Taylor.



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