

10 Things That Have Impacted My Career

1. Challenging Accepted Wisdom. “Dare to be different in this industry! For example, rent concessions aren’t always the answer but, rather, are an easy way out. Selling the community goes a lot further than giving it away. I have never given a rent concession in my career while maintaining an average of 97 percent or better occupancy rate.”

2. Information Overload. “As a graduate of North Carolina State University, I continue to focus on education and professional development. I have attained NAA Education Institute’s National Apartment Leasing Professional (NALP) and Certified Apartment Manager (CAM) designations, my North Carolina Real Estate Broker’s License and several other designations. From the beginning of my career, I have read everything industry-related that I could get my hands on! I guess you could say I am on a relentless pursuit of education.”

3. Embracing Failure. “I have learned never to give up. All hard work produces profit. I struggled repeatedly with passing a real estate class, and my refusal to give up led me to pass it and get my license. Failing at something can be an effective teacher.”

4. Caffeine. “Where would I be without my daily dose of coffee? We may run out of something at work, but it won’t ever be coffee. Thankfully, my boss believes in Starbucks!”

5. Keeping my eyes on the prize. “Stretch and reach further than you think you can go. Fortunately, my drive, dedication and enthusiasm led me to win the Triad Apartment Association’s Manager of the Year Award for 2007 and then I was awarded NAA’s Certified Apartment Manager of the Year PARAGON Award for 2008.”

6. Staying customer-service oriented. “I learned early that customer service makes the difference with meeting the satisfaction levels of residents and prospective residents. I try to remember that although I may just work at the community, it is my residents’ home! It’s simple: Treat your residents and their homes like you would want to be treated.”

7. Serving the apartment industry locally, statewide and nationally. “Service and networking are essential in this industry! I am challenged and humbled by the rich talent that surrounds me. I have learned to give to the industry and learn from my experiences.”

8. Leasing covers a multitude of sins. “My boss and I always say as long as you are leasing, the rest can wait! Generating income for the owners and bringing up your occupancy is the priority. So, put reports and paperwork aside once in awhile and focus on leasing and people!”

9. Enthusiasm, joy and excitement are contagious. “The manager’s attitude often dictates the office. I try to approach each day and my staff with enthusiasm, joy and excitement. Try it, it’s contagious. (See No. 4.)”

10. The Apartment Dynamics factor. “Every successful person has a significant support system. My appreciation goes to the unfailing dedication of Apartment Dynamics. Seeing potential in me years ago, they helped me channel my energy and enthusiasm. My tireless efforts are a direct reflection of the help I have received along the way! And, of course, I could have never done it without my amazing staff.” ■

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.

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