

# 10 Things

## That I Enjoy About Property Management

**1. My days are never predictable.** “Even though I set out with a full agenda every day, no two days are the same. The apartment industry is a perfect place for those of us who love challenges.”

**2. The industry is always evolving.** “Property management has become more streamlined over time—we now can support online applications, automated rental payments and utility service sign-ups, among other things. Our industry has the ability to be at the center of the technological revolution. Virtual and video tours and 3-D floor plans show true evolution.”

**3. Experiences measure your success.** “I have discovered that experience is not what happens to you, but rather what you do with what happens to you. Your professional future is in your control.”

**4. My work gives me a feeling of fulfillment.** “There is no better feeling than helping someone find a place they can call home. Implementing and being involved with marketing and retention plans that are meaningful to residents and their families is an empowering feeling.”

**5. Your creativity and input are welcome.** “In the apartment industry, you are encouraged to have a leadership and management style that can create and inspire a team. You also are included in making large financial decisions in the areas of marketing, outreach, retention, purchasing and budgeting.”

**6. Your job description doesn't begin to cover the many roles you actually fill.** “In any given day, I am a friend, coach, boss and mediator, just to name a few. The great thing is that I am able to enhance my skills on a daily basis.”

**7. Results are your appreciation.** “There's no better feeling than receiving resident letters or surveys applauding you and your team for your kindness and valued service. I savor these moments in the industry throughout my career.”

**8. Your title may say “Manager,” but you are a “Leader.”** “I love that we have the full range of leadership roles as managers, from directing leasing to collecting rents to providing customer service.”

**9. You make a difference.** “As a manager, I have the opportunity to make a difference as a team leader at work. I have an immense responsibility to mentor, motivate, coordinate, communicate and assess other employees.”

**10. The skills that this industry teaches you are priceless.** “The soft skills are the most valuable, such as effective communication, brainstorming, problem solving, networking and organizing people, projects and schedules. At the end of the day, I walk away with ideas and education to compete effectively in today's challenging business environment.”



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