

10 Things

That Drew Me to a Career In the Apartment Industry

1. Personal opportunities. “I had been waiting tables when my sister suggested that I apply for a leasing professional position. I loved it from day one and advanced quickly.”

2. Day-to-day operations. “Every day is different. I interact with a variety of people and am able to assist them in making important decisions.”

3. Relationships. “Through working with residents, service providers and employees, I have formed special relationships with many people from numerous backgrounds over the years. These associations have allowed me to develop my professional communication style.”

4. Variety. “I constantly get to wear different hats. Flexibility is important and the variety of challenges make every day exciting.”

5. Market Diversity. “I love moving to different communities and discovering the challenges facing my new market. Then I get to watch as my hard work delivers positive results.”

6. Shopping competitors. “There is much to be learned from other leasing professionals. I enjoy meeting people at other communities, learning new techniques that I can use to improve my skills and using ineffective practices as guides to train my leasing staff on what not to do.”

7. Career development. “I began my career in the apartment industry as a leasing professional. With every promotion, I was able to learn the responsibilities of that position. Now, as a property manager, I understand the problems my employees face and can give them the tools they need to succeed.”

8. Budgeting. “Effective communication with your staff is essential to ensure revenue is reached and expenses are contained. This skill has helped me learn how to budget in my personal life as well.”

9. Education. “Riverstone Residential Group takes training and development very seriously. In my nearly nine years with the organization, I have taken part in numerous training programs and opportunities to refresh my knowledge from time to time, which pushes me to continuously excel.”

10. Owner-asset manager. “Everyone has an open mind to the new ideas I express. It is always exciting to have my suggestions implemented and to watch the company experience positive results.”



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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.