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LEASING CONSULTANT

Department/Group: Property Management

Direct Supervisor: District Manager

Location: Roving

Exemption Status: Non-Exempt

ABOUT F&F PROPERTY MANAGEMENT, INC.

With 30 apartment communities consisting of 520+ apartment homes in 18 neighborhoods (and growing every single day), we're proud to own and operate quality housing in San Diego. We're a growing team of property management professionals focused on providing the best experience for our Residents every single day. We create unique communities where Residents thrive and are proud to call home.

We focus on always doing the right thing, plus one.

Every day brings new demands, and as a team player, you'll be up for the challenge.

JOB OBJECTIVE

The roving Leasing Consultant has the responsibility, under the supervision of the District Manager, for all phases of obtaining rentals and interacting with all prospects for communities under F&F Property Management, Inc. This includes but is not limited to the leasing efforts, marketing, consumer interaction, and administrative responsibilities.

ESSENTIAL FUNCTIONS

1. Leasing

- Effectively achieves weekly and monthly leasing goals; maintains awareness of availability and community and apartment home specifics
- Markets apartments by promoting rentals on the phone and in person; demonstrates apartments and community to prospective residents, selling value (feature/benefits), secures commitments and deposits from prospective residents
- Effectively guides prospective residents through completion of leasing application
- Proactively and consistently completes prospective resident follow-up to ensure compliance with Fair Housing laws
- Immediately and accurately creates AppFolio guest cards for all prospective residents from all sources
- Creates a referral worthy move-in experience for every new resident; ensures apartment meets eye of excellence standards prior to move-in; accompanies new residents to apartment for pre-move in inspection

2. Advertising and Marketing

- Contributes ideas and helps implement advertising and marketing activities for all communities with Marketing Coordinator's direction
- Posts ads for available rentals as needed on all online marketing channels
- Participates in all offline marketing efforts such as posting fliers, interacting with referrals, and communicating with key employers for maximum exposure of all communities
- Contributes to creation of social media content that reinforces our branding and message with Marketing Coordinator's direction
- Utilizes iPhone and other innovative technology methods to strengthen connection with prospective residents and current residents

3. Resident Retention and Customer Service

- Anticipates and fulfills resident needs in a courteous, professional, and timely manner in accordance with company values in order to provide a quality customer experience and to achieve customer loyalty and community occupancy
- Understands eye of excellence standards and proactively partners with management team to generate deficiency lists for unit turns and common areas
- Collaborates with management team on resident retention strategies and makes suggestions to enhance resident communication and experience; participates in resident retention events

4. Office Standards

- Maintains and submits accurate payroll records as required by F&F Property Management, Inc.
- Adheres to company directions, including but not limited to daily/weekly/monthly reports, income accounting, expense control and administration
- Completes any and all assigned training courses within the timeframe specified at the time of assignment

QUALIFICATIONS

Experience

- Sales and/or leasing experience preferred; expected to lease proficiently within one-three months and effectively perform essential functions of position within three-six days

Education, Licenses, and Certifications

- Valid driver's license and registration
- Clean driving record

Technical Skills

- Computer skills (MS Word, Excel, Outlook, Internet)
- Experience with AppFolio preferred but not required
- Basic math (ability to add, subtract, multiply, and divide)

Knowledge

- Awareness and understanding of Fair Housing laws preferred but not required

Other

- Passionate about making a difference and consistently delivering results of the highest caliber
- Team player with both people smarts and a humble attitude; you live by our motto of "Do the right thing, plus one." in all aspects of your life
- Positive, friendly, and upbeat attitude
- Clean, professional appearance
- Must be able to read, write, and communicate fluently in English
- Must have a credit history that demonstrates sound financial decision making, responsibility, and reliability

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skills, and or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PERFORMANCE SKILLS

Ability to Learn

- Assimilates and applies, in a timely manner, new job-related information that may vary in complexity

Ability to Sell

- Demonstrates the ability to sell product/service to customers in a credible manner; to identify customer's needs and influence decision of customer through effective presentation, communication and follow up/follow through

Customer Service Orientation

- Makes efforts to listen to and understand the customer (both internal and external); anticipates customer needs; gives high priority to customer satisfaction. Demonstrates an ability to connect with prospective clients and residents, probe and respond to customer's needs in a polite, professional, courteous manner; develops good working relationships by being open, honest, reliable, and consistent

Teamwork

- Demonstrates an ability to collaborate with and support others with a positive attitude

Communication

- Listening: Demonstrates the ability to concentrate on material presented, avoid distractions, refrain from interrupting and resist jumping to conclusions until presentation is complete. Graciously tolerates the individual's style of speech.
- Speaking: Demonstrates the ability to be direct and credible, responsive to reactions from listener, and use positive methods of delivering a message or in presenting a viewpoint
- Writing: Demonstrates the ability to organize thoughts well and present them clearly in writing; supports statements with data or examples; brief, concise

Managing Multiple Priorities

- Demonstrates an ability to simultaneously manage a number of different projects to completion; provides service for many people for multiple projects.

Flexibility

- Demonstrates an ability to adapt to a variety of internal and external circumstances; adapts to changing priorities

Conflict Resolution/Coping

- Demonstrates an ability to maintain a calm, positive, and focused problem-solving attitude when dealing with difficult personalities, interpersonal conflict, hostility, and time demands.