

## LEASING CONSULTANT

**TITLE:** Leasing Consultant  
**DEPARTMENT:** Property Management  
**REPORTS TO:** Property Manager  
**FLSA STATUS:** Exempt

### **JOB SUMMARY**

The Leasing Consultant is responsible for the portfolio of homes in an assigned territory and converting leads generated from marketing activities to fully executed leases. The Leasing Consultant will increase occupancy, reduce turnover, and provide superior customer service to our current and future residents. Develops relationships with clients in the region and utilizes marketing materials to promote rental inventory in their assigned territory. The Leasing Consultant works with potential residents from initial contact through move-in, and negotiates and executes contracts.

### **ESSENTIAL JOB FUNCTIONS**

- Conduct diligent and accurate follow up on all leads within the expected timeline.
- Manage daily appointments and follow-up with their pipeline and effectively manages clients in their database.
- Tour and show company rental properties to prospective residents and initiate new leases.
- Utilize strong customer service skills and consultative sales approach to cultivate prospective residents and understand their needs regarding property, community attributes, schools, and location.
- Develop and maintain first class customer service relationships with prospects, residents and vendors.
- Negotiate lease terms, conduct lease signings, and review documentation with new residents, which includes walk-throughs of the homes with the new residents.
- Work closely with property management to gather all required, accurate documentation and move-in funds prior to residents taking possession of home.
- Achieve a required regional quota as determined by their region.
- Meet company standards of customer service as determined.
- Maintain accurate and in-depth knowledge of all residential home inventory, including pricing, availability, lease expirations, market activity and trends, and competitive available homes.
- Assist applicants with collection of required screening documentation.
- Accurately prepare all lease-related documentation, from the application process through move in. This includes processing lease applications and preparing move in information.
- Adhere to all local, state and federal laws, including all laws governing Fair Housing, Americans with Disabilities Act, Fair Credit Reporting Act, and other laws pertaining to real estate or leased Properties.
- Assist Property Manager or Leasing Manager in developing and implementing effective marketing strategies and materials to increase qualified traffic and internet leads.
- Report condition of home including requesting repairs when necessary.

### **SKILLS AND ABILITIES**

- Strong consultative sales and negotiation skills.
- Ability to work in a fast-paced environment.
- Strong time management skills.
- Strong written and verbal communication skills.
- Develops and maintains strong relationships with customers and colleagues.
- Results oriented - strives for excellence in performance by surpassing established standards.
- Aptitude with computers, CRM, MS Office and internet; ability to conduct business via iPad.
- Must be comfortable with a mobile office and communicating with a diverse range of people and personalities.

- Bilingual language skills is a plus.

#### MINIMUM QUALIFICATIONS

- Must have at least 3 years of sales experience.
- State Real Estate license is required.
- Valid driver's license, must drive company car.
- High School Diploma or GED equivalent.
- Required to work weekends and evenings.

#### PREFERRED QUALIFICATIONS

- Real estate or property management leasing experience is preferred.

#### WORKING CONDITIONS

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

**Physical Requirements:** This position will spend long hours sitting and using office equipment and computers which can cause muscle strain. The position may also have to do some light lifting of supplies and materials from time to time, up to and including 20 lbs. The position requires talking, expressing or exchanging ideas by means of the spoken and written word to impart information to clients or to the public, and to convey detailed spoken instructions to other workers accurately, loudly, or quickly.

**Environmental Conditions:** The office may be a busy facility. This position may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of residents, clients and contractors. The incumbent in this position may find the environment to be busy, noisy and will need excellent organizational, time, and stress management skills to complete the required tasks.

**Sensory Demands:** Sensory demands include use of the computer, which may cause eyestrain and occasional headaches along with hand / wrist strains from using computer keyboard and mouse. The office may be noisy and busy making it difficult to concentrate.

**Mental Demands:** This position will have to manage a number of requests and situations at one time. Stress may be caused by the need to complete tasks within tight deadlines.

**Vision:** See in the normal visual range, with correction if needed.

**Hearing:** Hear in the normal audio range, with correction if needed.

*This Job Description represents the basic qualifications for the position. It is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee. You may be asked to perform or assist with other instructions and duties. You will be evaluated, in part, based on your performance of the tasks listed in this job description. Job Descriptions may be revised at any time, at the sole discretion of Colony Starwood Homes.*