
LEASING PROFESSIONAL JOB DESCRIPTION

Scope and Purpose

The Mission of Prism Real Estate Services, LLC™ is to improve the lives of people in our communities, one property at a time. To be responsible, under the direction of the Property Manager assisting all prospects, either on the phone or in person. Daily guest card follow up consisting of phone calls, emails and thank you cards sent. Completing weekly outside marketing to local colleges and businesses. Maintaining target apartments and mini-models. Faxing locators and updating internet ads. Maintaining supply of pre-assembled rental packets and move-in files.

Duties and Responsibilities

Customer Service:

- Maintain a professional image and attitude in keeping the objectives of Prism Real Estate Services (PRES) and residents' welfare.
- Open model and office daily before office is scheduled to open.
- Stand and greet all guests immediately upon arrival.
- Maintain courteous communication with residents, applicants and representatives of other companies.
- Answer all incoming calls pleasantly and professionally.
- Assist prospects over the phone.
- Complete new move-in callbacks weekly to ensure previous week move-ins are satisfied.

Leasing:

- Log all prospects calls in Lead2Lease.
- Follow up on pending applicants on a daily basis.
- Show vacant apartments utilizing professional marketing procedures.
- Check references and other information on resident applications through PRES approved credit & criminal investigative service.
- Prepare move-in files ready for scheduled move-ins.
- Guest card follow-up on a daily basis through Lead2Lease.
- Walk all move-ins and ensure apartment meets PRES standards and is ready for the new resident.
- Maintain a supply of pre-assembled rental packets and move in files.
- Maintain a closing ratio of 40% or higher.
- Maintain satisfactory scores on all mystery shopping reports.
- File all leasing paperwork as it is generated.

Marketing:

- Update locators on current specials and pricing weekly.
- Outside marketing efforts: Visit local businesses and colleges on a weekly basis.
- Maintain and update social media and online advertising accounts daily: Lead2Lease, Active Building.
- Complete work order call backs daily.
- Attend and participate in resident functions.
- Complete market survey monthly.
- Complete marketing strategies as provided by the property manager.

Skill Requirements

- Knowledge of PRES policies and procedures, particularly as they pertain to property management.
- Knowledge of Department of Housing and Urban Development ("HUD") rules and regulations that apply to property management, if applicable
- Knowledge of laws and standards that apply to property management, such as Fair Housing Laws, Landlord-Tenant Law, OSHA Standards, local and state building codes.
- Basic knowledge of building maintenance, fire prevention and liability reduction principles.
- Knowledge of the operation of the PRES computer system and software.
- Knowledge of the agencies that provide assistance and services to residents, including some knowledge of eligibility requirements.
- Knowledge of basic English in order to communicate verbally and in writing.
- Knowledge of basic office practices, procedures, and equipment.
- Ability to multi-task on a daily basis and must have good customer service skills.
- Ability to secure and handle payments and to be accountable for payments received.
- Ability to function in a fast-paced environment.
- Respond to and overcome closing objectives.
- Ability to use independent judgment and maintain confidentiality.
- Strong computer/internet/technical skills required.
- Ability to learn computer software such as Excel, Onesite, Word, etc.

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Qualifications for this Position

- Valid driver's license and up to date vehicle insurance.
- Use of personal automobile for local job-related travel and pick-up.
- Neat, clean and appropriate appearance.
- Meet PRES Criminal Background & Credit Check, prior to employment
- Ability to sit for long periods of time.
- Be able to walk entire property.
- Be able to climb stairs up to 10 times a day.
- Successful completion of the EasyLMS Fair Housing Test, upon employment
- Successful completion of EasyLMS OSHA Standards Test, upon employment
- Successful completion of eRiskHub On-line Security Training Program, upon employment

NOTE: This job description should not be interpreted as all-inclusive. It is intended to identify the major responsibilities and requirements of this job classification.

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