



JOB TITLE: Leasing Agent
DEPARTMENT: Property Management
REPORTS TO: Community Manager
SUPERVISES: NA
FLSA STATUS: Non-Exempt

COMPANY SUMMARY:

LSA Management is an innovative new property management firm combining the expertise and passion of Laurel Street with a long-term owner’s focus on quality and impact providing a unique opportunity to add value for residents, team members, and partners. LSA strives to provide best-in-class property management for apartment communities across the Southeast. Headquartered in Charlotte, LSA Management provides property management services for all Laurel Street communities in Georgia, Virginia and North Carolina. In 2023, this includes 3,000 units in Georgia, North Carolina, and Virginia. By 2030, LSA Management expects to have a management portfolio of over 10,000 units.

Laurel Street is a mixed-income housing developer and owner headquartered in Charlotte, North Carolina with a development portfolio of nearly 5,000 units across the Southeast. Our portfolio includes a mix of Low-Income Housing Tax Credit communities and workforce housing developments that serve middle income and market rate households. The Laurel Street and LSA organizations are deeply committed to providing best in class housing opportunities for families of all income levels.

POSITION SUMMARY:

This role is responsible for the leasing, marketing, and maintaining positive resident relations within the community.

EXPECTATIONS FOR ALL EMPLOYEES

Supports the organization's values and culture by supporting and encouraging collaboration, innovation, excellence, and commitment to the communities we serve, and meeting the owner's goals and objectives.



ESSENTIAL DUTIES AND RESPONSIBILITIES

Resident Relations + Customer Service

- At all times, regardless, provides outstanding customer service.
- Greet and qualify all prospects.
- Record all telephone and in-person visits on guest cards.
- Inspect models and available “market ready”, communicate related service needs to Community Manager.
- Demonstrate community and apartment/model and apply product knowledge to prospect needs by communicating the features and benefits; close the sale.
- Have prospect complete application and secure deposit in accordance with the company procedures and Fair Housing requirements.
- Update availability report, process applications for approvals.
- Ensure apartment is ready for resident to move-in on agreed date.
- Immediately follow-up on prospects that did not close and attempt to close sale again. If unable to help prospect, refer them to sister communities to meet prospect’s needs.
- Secure new resident signature(s) on appropriate paperwork prior to move-in. Orient new residents to community.
- Assist in monitoring renewals. Distribute and follow-up on renewal notices.

Resident Retention

- Receive all telephone calls and in-person visits. Listen to resident requests, concerns, and comments.
- Quickly complete maintenance service request and inform the maintenance team. Answer questions for residents about community, repairs, rent, rules, etc. Follow up on a timely basis if unable to respond to residents on all matters.
- Ensure all maintenance repairs are handled satisfactorily by contacting residents with completed Service Requests daily.



- Maintain open communication with Community Manager and Maintenance Supervisor.
- Contribute to cleanliness and curb appeal of the community on continuing basis.
- Assist in planning resident events. Attend events and participate as host for any event as directed by the Community Manager.

Neighborhood Marketing

- Participate in outreach marketing activities on a regular basis to obtain prospective residents.
- Advise residents of referral concessions (if permitted).
- Assist in placing, removing/updating banners, balloons, bandit signs, flags, etc.
- Distribute newsletters, pamphlets, flyers, etc.
- Conduct market surveys and shop competitive communities

Adherence to Property Management Rules, Regulations and Guidelines

- Conduct all business in accordance with company policies and procedures, Fair Housing, Americans with Disabilities Act and all other laws pertaining to the apartment industry
- Meet compliance and eligibility requirements as established by the appropriate local, state and/or federal agencies
- Ensure proper procedures are followed as detailed in the employee and management handbooks
- Respond to any potential housing violations and liability concerns regarding the community
- Seek approval and guidance of Regional Manager within specified parameters.

Physical Demands & Working Conditions

Driving/Traveling Requirements

- Occasionally need to utilize personal transportation to inspect apartment community and surrounding neighborhood, make trips to the back and visit the corporate office.
- In some cases, the leasing consultants will need to operate a property golf cart to show residences to potential customers.



- Must have valid driver's license and automobile insurance.

This position works within the community, which may include accessing residents' units for life and safety matters and a normal office environment. There may be contact with residents, employees and the public. Due to the potential exposure risk, the use of personal protective equipment (PPE) is required. The incumbent in this is classified as essential staff and is expected to report to work and adhere to all safety and business protocols

Qualifications

- Passion for providing exceptional customer service.
- 2+ year of sales and/or customer relations' experience.
- Leasing experience preferred.
- Thrives in a fast-paced environment.
- Flexible schedule that may include evenings and weekends.
- Solid computer knowledge, Windows (Word, Excel,) internet and e-mail.
- Valid Driver's License.
- Working knowledge of Yardi Voyager Property Management software.