

Real Estate Management – Residential Property Manager Competencies

Required Competencies	
Resident Relations	<i>Effectively determines resident needs, follows up on previous action steps, connects residents to the correct people within the organization, and troubleshoots outstanding issues.</i>
Customer Service and Community Mindset	<i>Demonstrates ownership of the community experience by going above and beyond to ensure that everyone has an equal and positive experience.</i>
Situational Awareness and Context Switching	<i>Leverages knowledge of the differences between residents, owners/investors, and contractors and aligns actions and communications to meet the needs of each group.</i>
Business Acumen	<i>Leverages knowledge of technology, laws, finances, operations, and marketing to impact the success of the business.</i>
Business Administration	<i>Performs administrative tasks that support the overall efficiency and success of the business.</i>
Legal Compliance	<i>Understands the legal environment surrounding property management and aligns actions to meet legal requirements.</i>
Maintenance	<i>Effectively manages and performs maintenance and repairs both preventatively and as requested by residents.</i>
Leasing and Sales	<i>Performs all duties associated with the full leasing cycle including meeting with prospective residents, showing units, and approving leasing documents.</i>
Marketing	<i>Uses marketing fundamentals to effectively market properties to prospective and current residents.</i>