



JOB DESCRIPTION

Job Title:	Leasing Professional
Department/Location:	Residential
Reports to:	Marketing and Residential Leasing Manager
Position Supervises:	n/a
Fair Labor Standards Act (FLSA) Status:	Non-Exempt, Hourly
Revision Date:	03/26/2025

JOB SUMMARY

Responsible for the day-to-day leasing operations of the properties including but not limited to responding to rental inquiries, leading property tours and resident relations.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

Leasing

- Utilizes and maintains CRM system per company procedure.
- Maintains and ensures accuracy of property availability board.
- Answers prospect phone calls and emails in a timely manner according to company protocol.
- Consults with prospective residents to identify requirements and budgets and matches these needs with available properties.
- Ensures available apartments are fresh and tidy. Performs light cleaning of apartments being toured, including wiping down surfaces and sinks and sweeping/vacuuming floors as needed.
- Schedules and performs tours of available units, community amenities, and common spaces.
- Organizes and leads property open houses.
- Ensures accuracy and completion of prospect rental applications and collects supporting documentation and application fees/deposits as needed.
- Creates and maintains a waitlist as needed.
- Performs timely and frequent follow-ups with prospective residents who have not yet made a leasing decision.
- Remains knowledgeable about employers, services, stores, and restaurants in the local community.
- Shops competitor properties and performs outreach marketing as directed.
- Ensures consistent and accurate listings across rental platforms, with a focus on Apartments.com, by regularly updating pricing, availability, and key apartment features to reflect current offerings.
- Maintains and updates virtual and video tours of available apartments and common areas to ensure content is accurate, and reflective of current availability and features.

Resident Relations

- Develops strong rapport through quality customer service and effective communication while enforcing company and community policies.
- Assists with move-ins/move-outs and completes apartment inspection reports as needed.



- Ensures that all resident requests or complaints are responded to in a timely, efficient, and courteous manner. Communicates with Property Managers regarding difficult or unique situations that should be handled at the next level, especially if there are requests for exceptions to normal procedures and policies.
- Ensures resident files are complete and maintained per company procedure, including all resident data within Yardi.
- Assists with the delivery of notices, flyers, and gifts to residents' doors.
- Contributes to the implementation, design, and maintenance of a resident retention program, including newsletters, resident referral incentives, and social activities.
- Reports any unusual or extraordinary circumstances regarding residents or the property to the Property Manager.
- Supports the planning and execution of large-scale summer resident events by contributing to theme development, creating promotional flyers, coordinating decorations, and assisting with event setup and logistics.
- Manages the residential social media presence on Instagram and Facebook by curating engaging content, promoting neighborhood partnerships, organizing resident giveaways, and fostering a strong sense of community across all properties.

Facilities Management

- Regularly inspects grounds and common areas and working with Property Manager to take necessary action.
- Reports accidents and emergency situations to the Property Manager in a timely manner.

Miscellaneous

- Instills and demonstrates the Mission, Vision, and Values of Urban Land Interests to all employees, residents, and vendors.
- Follows and ensures compliance of all Fair Housing laws.
- Demonstrates thorough knowledge and ensures compliance with company policies and procedures.
- Encouraged to seek educational opportunities and self-improvement for personal growth and development to be discussed with Supervisor.
- Maintains a positive working relationship within the community, with employees, owners, vendors and outside agencies to help positively promote Urban Land Interests.
- Performs other duties which may be required to ensure economic success of Urban Land Interests as necessary.

JOB KNOWLEDGE, SKILLS & ABILITIES

- Able to apply principles of logical thinking to define problems, collect pertinent data, establish facts, draw valid conclusions and initiate appropriate course of action.
- Effectively convey ideas, images, and goals to a diverse group of personalities.
- Must possess a positive, friendly attitude and have the ability to work well under pressure.
- Competence in Microsoft Office Suite including Word, Excel, and Outlook. Experience with Yardi and Adobe a plus. Knowledge of social media platforms also a plus.



Urban Land Interests

- Highly organized with a good attention to detail. Strong ability to prioritize responsibilities.

EDUCATION/CERTIFICATION/LICENSURE

- High School degree required. College degree in business, communication, marketing or related field preferred.
- ARM or CAM a plus.

EXPERIENCE

- 1-3 years in Property Management or Customer Service related field required.

WORKING CONDITIONS

- Must be able to periodically lift up to 20 lbs. and up to 40 lbs. occasionally.
- Ability to walk and traverse stairs on a regular and daily basis.
- Inside and outside work in all types of weather (heat, snow, rain, cold, etc.). Must wear slip resistant footwear appropriate for the season.

I have read the above job description and acknowledge my understanding of the duties and responsibilities set forth herein.

Employee Name (please print): _____

Employee Signature: _____ Date: _____