

MY BIG IDEA

Inspire. Inspect. Align. Celebrate.

Leasing and Marketing Manager

30-60-90 Day Plan



30 Days

Focus

- Visit Properties
- Review & Organize Reports for Properties

Goals

- Develop an understanding of the strengths, weaknesses, and opportunities at each property
- Create a checklist of leasing and marketing best practices to be used across all properties

Priorities

- Schedule 1:1 meetings with property managers and assistant property managers

Metrics of Success

- At least 4 property visits
- 1:1 meeting with 2 or more property mgrs.
- 1:1 meetings with 2 or more assistant managers
- Draft of leasing and marketing best practices checklist ready for review with manager

60 Days

Focus

- Shadow APMs on model viewing process
- Follow-up on each property metrics

Goals

- Formalize strengths, weaknesses, and opportunities at each property into presentation format
- Finalize checklist of leasing and marketing best practices to be used across all properties

Priorities

- Continue 1:1 meetings with property managers and assistant property managers

Metrics of Success

- Remaining properties visited
- 1:1 meeting with remaining property mgrs.
- 1:1 meetings with remaining assistant managers
- Present leasing and marketing best practices checklist to regional and area managers

90 Days

Focus

- Prepare and rollout leasing and marketing best practices checklist to property management teams

Goals

- Present formalized findings of strengths, weaknesses, and opportunities to property management teams

Priorities

- Enhance PowerPoint and Excel proficiency via self based training modules from Microsoft and YouTube

Metrics of Success

- Complete 2 PowerPoint online training modules
- Complete 2 Excel online training modules