

REEP Residential

Leasing Specialist – Job Description

Location: In Person

Job Type: Full-Time

FLSA Status: Non-Exempt (Hourly)

Reports To: Community Director / Assistant Community Manager

Position Summary

The Leasing Specialist is responsible for leasing apartment homes, delivering exceptional customer service, and supporting daily operational activities of the assigned residential community. This role focuses on driving occupancy, supporting resident retention, and creating a professional and welcoming experience for prospects and residents in alignment with REEP Residential standards. The Leasing Specialist models a positive, solutions-oriented customer service approach consistent with REEP Residential culture and expectations.

I. Leasing & Sales Responsibilities

- Conduct property tours and present apartment homes in a professional and engaging manner.
- Respond to phone, email, and walk-in inquiries promptly and professionally.
- Follow up with prospects to convert leads into executed leases.
- Process rental applications and prepare lease documentation accurately.
- Maintain knowledge of market conditions and competitor pricing.

II. Resident Relations & Customer Service

- Provide excellent customer service to current and prospective residents.
- Assist with move-in and renewal processes.
- Address resident inquiries and escalate concerns appropriately.
- Promote resident retention initiatives and community engagement efforts.

III. Administrative & Operational Support

- Maintain accurate leasing records and prospect traffic logs.
- Assist with posting notices and completing administrative paperwork as directed.
- Support marketing initiatives including outreach and digital platforms.
- Maintain cleanliness and professional appearance of leasing office and model units.
- Support rent collection efforts and assist with delinquency communication as directed.

IV. Compliance & Standards

- Ensure compliance with Fair Housing laws and company policies.
- Follow company procedures for application screening and documentation.
- Maintain confidentiality of resident and company information.

Performance Expectations

- Meet or exceed monthly leasing and occupancy goals.
- Maintain required lead-to-lease conversion standards.
- Support renewal targets and resident retention goals.
- Ensure timely and accurate prospect follow-up and CRM documentation.

Core Qualifications

Education: High School Diploma or GED required.

Experience: Previous leasing, sales, or customer service experience preferred.

Key Competencies

- Strong sales and closing skills
- Excellent communication and interpersonal abilities
- Customer-focused and solutions-oriented mindset
- Organizational and time-management skills
- Proficiency in property management software (ResMan, Yardi, AppFolio)

Physical Requirements

- Frequently walk the property, including climbing stairs and accessing multiple floors.
- Conduct tours of vacant units and amenities.
- Sit for prolonged periods while working at a desk or computer.
- Occasionally lift and/or move up to 25 pounds.
- Work in indoor and outdoor environments and may be exposed to varying weather conditions.

Employment At-Will: Employment with REEP Residential is at-will. This means that either the employee or the Company may terminate the employment relationship at any time, with or without notice, and with or without cause, subject to applicable law. Nothing in this job description or any other company document shall be interpreted as creating a contract of employment or altering the at-will employment relationship.

REEP Residential is an Equal Opportunity Employer. This job description is not intended to be an exhaustive list of duties and responsibilities. Management reserves the right to modify responsibilities as needed.