



Chelsey Conley

Regional Property Manager | Blank Family Communities

Chelsey Conley on Finding Her Place in Property Management

Chelsey Conley never planned to work in property management. In fact, she once insisted she would never follow in her mother's footsteps. Growing up Chelsey watched her mother, Tamara Perez, build a career in the manufactured housing industry from the ground up. She saw the long days, the difficult conversations, and the emotional weight that comes with managing not just properties, but people's homes. Chelsey, meanwhile, had her sights set elsewhere—she planned to attend medical school and become a cosmetic surgeon.

"I had no plan B," she says now with a laugh. But life, as it often does, had other ideas. When Chelsey found herself driving cross-country as a young adult—medical school no longer the right fit and her career path uncertain—her mother had relocated to Henderson, Nevada. An office assistant position opened up, and although Chelsey insisted she wasn't the right person for the job, her mom's regional manager asked if she'd help temporarily.

That temporary role turned into a year of hands-on training — real, boots-on-the-ground experience no manual could teach. Chelsey learned how to listen, how to pivot quickly, and how to manage the constant shifting priorities that define property management. After a year, she was promoted, relocated, and launched into her own path as a property manager.

More than a decade later, Chelsey is back in her hometown as a Regional Property Manager for Blank Family Communities, overseeing RV parks and preparing to take on manufactured housing communities once again—returning, in many ways, to her roots.



Seeing the Job for What It Really Is

Early on, Chelsey viewed property management the way many outsiders do: a job filled with complaints, constant demands, and responsibility for problems that never seem to end.

"What changed," she says, "was being in it—*really* being in it."

As an on-site manager, particularly in a 55+ community in Reno, Chelsey discovered the human side of the role. Residents stopped by just to talk. Some had children who lived far away. Others simply needed a familiar face. One resident, Mr. Mueller, came in nearly every day, sometimes with lighthearted "pop quizzes," just to connect.

"That's when I knew," Chelsey says. "This is exactly where I'm meant to be."



She also experienced the joy of helping young families move into their first home, watching them build independence and create a safe space of their own.

Lessons Passed Down—and Lived Out

Much of Chelsey's approach to leadership traces back to her mother. Two lessons, in particular, still guide her daily.

First: write everything down. "You can't remember it all," Chelsey says. "Even the smallest detail matters."

Second: lead with empathy. Whether it's a rent increase, a neighbor dispute, or a service interruption, Chelsey believes most people simply want to feel heard. Taking time to listen—*truly listen*—can defuse tension and build trust.

"Sometimes the situation won't change," she says. "But feeling heard makes all the difference."

Third: be flexible. Chelsey also learned that property management requires constant adaptability. One moment you're confirming which tree needs trimming. The next, you're tracking down an unrestrained dog. Minutes later, a water line is hit and water is spraying everywhere, all while someone is calling about touring a home.

"You can read about it all day long," Chelsey says, "but until you're in it, you don't understand how quickly you have to pivot."

Leadership Built on Trust and Connection

Today, as a regional manager, Chelsey's leadership reflects the same values she practiced on site. She maintains an open-door policy, encourages questions, and prioritizes consistent communication with her managers.

"No question is a stupid question," she tells her team. "If you're unsure, call me. We'll figure it out together."

Rather than micromanaging, Chelsey leads through partnership — weekly calls, real conversations, and an active presence within each community. She wants to understand not just the numbers, but the people behind them.

Even though her role has shifted away from daily resident interaction, she stays closely engaged through her managers — asking about residents recovering from surgery, families welcoming new babies, or everyday issues that matter deeply to the people who call these communities home.

For Chelsey, leadership isn't defined by title — it's defined by relationships.

Growing Into Confidence

Chelsey reflects openly on the challenges of building credibility as a young woman in a traditionally male-dominated industry. Early in her career, she sometimes heard the sentiment, *You're too young to be doing this.*

"It took time," she says, "but I learned not to take it personally."

Experience replaced self-doubt with confidence. Chelsey came to understand that every generation brings a different skill set and that competence speaks louder than age.

Today, she is proud of her expertise and clear about her goals. Regional management isn't the finish line though; she plans to keep climbing.

"This isn't just a job for me," she says. "It's my career."

Advice for Women Finding Their Way

"Keep your head up. There will be great days and really tough days. Don't take everything personally. Take a breath, focus on the big picture, and remember your goal."

"You're not just managing property—you're part of people's lives during big moments."
—Chelsey Conley on Property Management