



By Leah Brewer, Leasing Queen, Full House Marketing, Inc.

Oddly, the words “rut” and “groove” are synonymous, although our perception of each definition differs. “Rut” has a negative connotation: a boring situation, routine, uninteresting or tiresome. “Groove” brings to mind a musical beat, enjoyment, an activity suited to your talents and tastes, a positive momentum.

Many leasing and management professionals enjoy working in the apartment industry because each day brings new challenges and opportunities. However, our actual job descriptions can quickly become the “same ole, same ole” with the need to attract new prospects, lease apartments move residents in, move residents out, take service requests, collect rent, accept packages, overcome resident challenges, and on and on and on.

Spring is here with summer fast approaching and there is no better time to recommit to your career and fall in love with your job again. Prepare for the red-hot leasing season with a Motivation Makeover! Here

are five quick ways to renew your spirit and gear up for a New Groove:

1 Have fun at work. The motivational book, *Fish!*, is still one of my favorites, and reminds us to have fun at work, with the added bonus that your residents and prospects feel more connected to your community as they join in the fun too. Create a Goal Board to visualize your success through fun, friendly staff competition. Dress in costume or wear outrageous accessories to promote your marketing theme. Recognize all staff efforts towards meeting company goals with an awards ceremony and fun, inexpensive awards or gifts. Dance!

2 Refresh your leasing skills. Change your phone greeting, change your tour route, shop your competition. Teach or learn a new leasing skill or closing style, then arrange a Mystery Shopping contest for all your leasing consultants; catch them using the new skill for bonus points. Invest in training specific to the industry as well as from outside the

industry. Appeal to all five senses throughout your tour route. Sing!

3 Refresh your look. Clean and reorganize your workspace, create new productivity systems. Re-accessorize your model apartment, create an unfurnished model with seasonal or themed décor, change your flags and signs to a new color theme. Change the color of the light bulb illuminating your main identification sign. Decorate your leasing office like you are having a party.

4 Create a “stress-free” zone or Pampering Day in your office. Add a fish bowl to your leasing desk (yes, with colorful live fish), light a scented aromatherapy candle, play relaxing music, contract with a massage therapist for chair massages for residents and staff, place a relaxing fountain on your desk or in the common leasing area. Create a “no whining” zone for staff.

5 Motivate others ... motivate yourself. Don't wait for someone else to give you the “attaboy” pat on the back and appreciation. Start by recognizing efforts from others within your staff, whether they are your peers, supervisors or subordinates. Thank people and show them honest appreciation for their efforts, even if the results were not fully effective. Lead by example. Create synergy necessary for success within leasing, management and maintenance departments by focusing on team and not individual successes. Learn something new every day and share what you have learned with others. Ask others to share something new with you.

I heard somewhere that a rut is simply a grave with the ends kicked out. We are in one of the most lively and interesting industries imaginable. Enjoy every day. Do what you love and love what you do, and you will find your renewed and unique groove, and create a momentum for success to which others will aspire and admire.



Leah Brewer, the Leasing Queen, has over 22 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995 serving multi-family housing with marketing consulting, training and staffing. Leah presents fun, interactive and informational workshops nationally, designed to get immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.