

10 Love Tips To Show Our Residents We Really Do Appreciate Them!

Finding simple ways to show our residents we really DO appreciate them can sometimes be quite exhausting given all our other responsibilities we do every day.

This is how to make the most effective impact with some very “simple, low budget, hardly takes any time to do”, ideas I think you will really enjoy doing as much as your residents will enjoy receiving.

Love Tip #1: Taking time to hand write a “Thinking of You” card and mailing to the resident. Unexpected “love notes” can absolutely make a person’s day; especially if they say, “How did you know? I really needed that today.”

Love Tip #2: Surprise the children on the property with a “Me Box Day!”. (A 2-day event) Have a picnic outside and give each child a small box that they can color and decorate for themselves. Then have them they will go home and find something that they really love and bring back the next day to tell the story of who they are and what is important to them.

Love Tip #3: “I’ll Bet You Are a Wonderful Cook!” Ask your residents to share their favorite recipes and create a community cook book. Then ask the contributors to come to the clubhouse and cook the recipe as a demonstration and taste testing!

Love Tip #4: “OOPS, We Are So Sorry!” When something doesn’t go exactly right for our residents, just saying you are sorry doesn’t seem quite enough. Let’s up the emphasis and send them the board game SORRY along with a box of popcorn and an apology card.

Love Tip #5: Make events memorable for your residents with a “Selfie Spot” logo on the floor for residents to take their photos and put on social media showing what a great place it is to live at your community! Make it fun by providing fun hats, moustaches, bows, things to hold, etc.

Love Tip #6: We all have those residents who just think they work for us too, so why not have them be the one in charge of the “Welcome Wagon Committee” for all new residents. Many years ago, when people moved into a neighborhood, there were volunteers who would go to the new neighbor to introduce themselves and bring a house warming gift; handcrafted items or baked goods they put in a basket. It makes for a friendlier first impression of the property and their new neighbors.

Love Tip #7: Understanding our volumes of legalities in a simple lease agreement can be quite overwhelming for our residents; especially since we don’t always know what it means either! How about putting a “It’s the Lease; You Should Know!”

section in your newsletter? Helping your residents to better understand some of the more complicated issues or just “why” the policies are the way they are, will help both you AND your resident to have a better relationship.

Love Tip #8: As is with most people, time is so important and no one can say that more than our residents. They depend on us for so much and all they want to know is “when are you going to do it!” Focus on a response time slogan of, “We Are Always Ready When You Are!” and making that a priority within your community will remind the resident that you really do “walk the talk”!

Love Tip #9: “Flaunt Your Green!” We are such an environmental conscious society today, why not have a “earth day” type of event a few times a year showing your residents what your community and company are doing to be environmentally sensitive from cleaning products or pest control products you are using to your green initiatives in recycling, donations, etc.

Love Tip#10. If you ever saw the movie Avatar, the characters always greet one another with the phrase “I see you”, which is meant to say that they see “into” that person for who they really are. Sometimes we must remember although we are having a horrible day, someone else might be having one even worse than yours. Keeping the concept of “I see you” when our residents are in front of us will help you to remember that it’s not about us, but about keeping our residents happy by recognizing who they really are and providing what they really need.

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"With A Passion for Performance"

Jackie Ramstedt is a nationally renowned, requested repeat Motivational Keynote Speaker, National Trainer, Consultant, and Performance Coach who has more than 30 years experience in the multi-housing industry. She has spoken to thousands of industry professionals on a national level for the National Apartment Association, Multifamily Pro Annual Brainstorming Events, the Institute of Real Estate Management (IREM), National Affordable Housing conferences, and numerous state and local Associations, including various management and investment companies throughout the United States and Canada.

This is also Jackie’s **12th consecutive** year speaking with the prestigious **Apartment All Stars Team** national tours specializing in customer service, resident retention, leasing and management solutions.

Jackie earned her CAM and CAPS designations back to back and her CAS (Certified Apartment Supplier) designations whereby she was awarded the CAS Designate of the Year from her local Austin Apartment Association.

Jackie is a veteran instructor of all NAA designation courses including NALP, CAM, CAS, CAPS, and IRO. Jackie was awarded the "Faculty Member of the Year" from her local Austin Apartment Association, where she has served on the Board of Directors and as Education Committee Chair. Jackie is also an accredited instructor teaching core and MCE courses for the Texas Real Estate Commission (TREC).

Starting out on site as a part time housekeeper and weekend Leasing Consultant, Jackie continued to work her way up through the ranks building credibility through her advancements, while winning numerous performance awards, including Manager of the Year. She has worked as a National Marketing Director, National Performance Director, and National Training Director, and University Trainer for some of the nation's largest management companies.

Jackie is an accomplished author and her articles have been featured in some of the industry's leading publications and most recently has co-authored the first **Apartment All Stars Complete Guide to Leasing Apartments**.

Two of Jackie's newest endeavors have expanded to being a part of our industry's leading partners in education, the Apartment All Stars, Multifamily Insiders, the NAAEI for a series of "Live" and "On Demand" **Webinar Wednesday** show series AND in 2015, a newly formed partnership with seven of our industry's most respected and talented professionals, the **ApartmentMentors** focusing on employee engagement and talent development.

Jackie's impressive clientele listing includes such national management and investment corporations as J.P. Morgan / Fleming of New York, Equity Residential, Archon Residential, Capstone Real Estate Services, CED-Concord, AIMCO, Gables Residential, Greystar Management, Corcoran Jennison Management., CWS Apartment Homes L.L.C., Dominion Management Services, Walden, Camden, Home Properties, Inc., Berkshire Property Advisors, Winn Residential Management, Waterton, CLK Multifamily, Heartland Real Estate Investments, and Freeman Webb, to name just a few.

Her energetic and enthusiastic speaking style makes her seminars fun and exciting with a "down to earth" approach to education. Jackie's "real world solutions for real world challenges" focuses on empowering others to reach their full professional and personal potential through "balance" in their lives while reminding us of the important role continuing education plays in the success of our performances.

Remember... "Nothing is as contagious as ENTHUSIASM!"