



**NAME**  
Jeremy Lawson, NALP

**TITLE**  
Reputation Manager

**COMPANY**  
Fogelman Management Group

**YEARS IN THE INDUSTRY**  
10

**VOLUNTEER POSITIONS**  
I just completed my involvement with the Trade Show Committee and will serve on the 2015 Education Committee at Apartment Association of Greater Memphis. Nationally, I am on the Apartment Careers Month Committee, NEXTgen, NAAEI Board of Directors and in 2015 will serve on the new Marketing Committee.

**A**s a generation of Baby Boomers moves closer to retirement, it's more critical than ever that the apartment industry recruit talented young professionals who will step into tomorrow's leadership roles. Each month, *units* will profile one of our industry's rising stars to get a preview of multifamily's bright future.

**units:** 'Reputation Manager' sounds like a very Millennial title. Was that a role you created at Fogelman Management Group?

**Lawson:** No, but when it was posted, it seemed like the perfect fit for my passion, background and skill set. Many companies have (or are adding) a position like this one. No matter what industry you are in, what is being said about us online cannot be ignored. Investors and clients see this as a huge value-add and you would be surprised how many ask about and read online reviews regularly.

**units:** Do you ever have difficulty explaining the ROI on reputation or social media, which have perhaps less tangible returns?

**Lawson:** Not at all; there is a tangible ROI on much of it. Review sites are our No. 1 traffic source at many communities, so when we can show an increase in ratings that correlates to an increase in traffic/leases, we are golden. But the first question people usually have is, "What does that mean?" Once I explain a little bit about what I do, it makes total sense.

**units:** What opportunity is out there for Millennials to create new positions for themselves?

**Lawson:** As technology evolves, our industry does as well. Companies want to be efficient and productive, which leads to new opportunities. That is one thing I love about this industry: It is so diverse and ever-changing.

**units:** What's one thing you've learned from older generations in the workplace?

**Lawson:** How to adapt. Every generation has a different background and it takes all kinds to build a great team. I have learned so much from just observing and taking notes.

**units:** If you could go back, what advice would you give yourself at the start of your career?

**Lawson:** Slow down and learn the ropes. We (my generation) want to go 100 mph. Luckily, my company recognized my unrefined talent and skill set and helped me grow into what I have become today.

**units:** How would you suggest other young professionals get more involved and move up in the ranks?

**Lawson:** Start out locally. Get involved, build your network, learn more about our industry and don't give up. It can be a little overwhelming at times, but as you learn more, it will all come together.

**As technology evolves, our industry does as well.**

If you would like to be considered for a future *Next Gen* column, please contact Lauren Boston at 703-797-0678 or [lauren@naahq.org](mailto:lauren@naahq.org).