The Art of the Apartment
A Palette of Economic Impact, Rewarding Careers, Housing Choice and Giving Back
The apartment industry paints a vibrant canvas. Its robust economic engine drove a $1.1 trillion contribution to the national economy and supported 25.4 million jobs in 2011, despite the worst economy in a generation. But this combined economic impact of apartment construction, property operations and resident spending shows only a partial picture of the apartment industry’s dynamic, diverse landscape.

Enriching career opportunities abound. Americans hold approximately 2.3 million jobs (direct and indirect) in the apartment sector. They work in exciting, portable careers for companies that support a wide variety of other businesses — purchasing goods and services from everything from cable and internet services to pool maintenance.

Apartments also offer housing choice and flexibility. Today nearly 35 million Americans call apartments “home” — and more are in line to move in. As many as seven million new renter households are expected this decade. And local businesses are hanging out welcome signs — apartment residents spend, on average, 18 percent more of their disposable income than homeowners on retail and consumer goods within the local economy.

Just as important in the apartment industry’s palette is the spirit of giving by both industry professionals and apartment residents. Together they regularly give back to society — volunteering their time, effort and expertise to help the less fortunate, whether providing the medically ill with an apartment “home away from home,” giving homeless families an apartment home of their very own, or rallying apartment residents to support local food drives, Toys for Tots or Red Cross blood drives.

Join us on the following pages as we show how apartments are a significant, positive force in communities and whose hue only grows brighter.
big time spending power

In 2011, apartments and their residents generated a $1.1 trillion contribution to the national economy and supported 25.4 million jobs.6

RESIDENT SPENDING ACTIVITY

$885.2 BILLION

EXISTING APARTMENT OPERATIONS

$182.6 BILLION

NEW APARTMENT CONSTRUCTION

$42.5 BILLION

MY SPENDING SUPPORTS ACTIVITY CREATES

22.8 MILLION JOBS

MY APARTMENT COMMUNITY SUPPORTS LOCAL BUSINESSES

- Cable/Internet/Television
- Pool Maintenance
- Fitness/Home Spa Services
- HVAC (Heating, Ventilation & Air Conditioning)
- Pest Control
- Utility Bills, Screening & Other Office Services
- Laundry Services
- Advertising/Marketing
- Software/IT
- Furniture Rentals
- Landscaping Design and Maintenance
- Plumbing Services
- Elevator Repair & Maintenance
- Security Systems
- Trash & Recycling Services
- Financial Services
- Pest Control
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RESIDENT SPENDING ACTIVITY CREATES

22.8 MILLION JOBS
my career is in the apartment industry

As the nation’s economy strengthens, the apartment industry’s role will expand — leading to more jobs constructing, operating and maintaining these new apartments. Many will be homes to the two fastest growing population segments driving the demand for apartments — young adults in their 20s and empty nesters in their 50s or older.

A growing industry brings with it increased need for talented, creative and passionate individuals to lead and support it. There has never been a better time to consider a career in the apartment industry. It’s a robust, dynamic and highly professional field, dedicated to helping people choose and enjoy the housing lifestyle that’s right for them.

The average apartment community employs six on-site staff members, including a manager and assistant manager, leasing consultants and maintenance technicians. Apartment careers offer competitive salaries and great benefits, as well as training opportunities and excellent room for growth because the apartment industry has a history of promoting from within. And unlike many occupations, careers in the apartment industry are portable; the skills and experience gained working in an apartment community can easily be transferred to another community in another city.
## Jobs Supported by the Apartment Industry

- **Total Jobs Supported**: 2.3 million
  - **Directly**: 686,000
  - **Indirectly**: 1,650,000

## Careers

### Career Track

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<td>20%+ reduction</td>
<td>full-time</td>
</tr>
</tbody>
</table>

### Benefits

- health / life / retirement / tuition
- continuing ed / professional designations

### Rent Benefits

- 20%+ reduction

### Work Hours

- full-time/part-time
- full-time
- full-time

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**a profession that’s right for me...**

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THE ART OF REWARDING CAREERS
WHERE I LOVE WHAT I DO

Whitney Clark enjoys a rewarding career as a maintenance engineer with an affordable housing community in Georgia. A former member of the National Guard who served her country for several years in Afghanistan, Clark was one of 24 veterans who participated in a recent certificate for safety issues to them. "It's nice to be able to assist residents — whether it's fixing something in their apartment or explaining maintenance tasks," she notes. Clark also appreciates serving as a role model for the children at her community — many of whom aren't used to seeing a woman in a job often associated with men. "I hope they see that they can be whatever they want when they grow up."

WHITNEY CLARK, CAMT
Maintenance Technician
Housing Authority of the City of McRae, GA

National Apartment Leasing Professional (NALP) of the Year 2010, Jeremy Lawson has been involved in the apartment industry for 10 years, starting as an Assistant Manager at a property and slowly learning more about the field through experience and dedication. "I took the keys and ran with them," he laughs. Lawson realized very early that his passion lay with the leasing side of the profession and for creating communications that make communities more visible. Lawson travels extensively in his role, helping newly acquired Fogelman apartment communities across the nation boost their occupancy rate, "I specialize in properties with challenges," Lawson notes. He's also taken the initiative to lead Fogelman's reputation management initiatives, assisting and developing leasing and marketing plans and managing the group's social presence — all in an effort to raise awareness about Fogelman to prospective renters. "It's hard work, but Lawson has enjoyed every minute of it. "I didn't realize how much fun it would be," he says. JEREMY LAWSON, NALP
National Leasing & Marketing Specialist
Fogelman Management Group
Memphis, TN

Felicia Neeley is one of the first graduates of the Military Personnel Trainee Program, a structured, six-week program launched by Equity Residential to provide veterans with real-life exposure to the property management industry. These trainee positions are paid, full-time and benefits-eligible and successful completion of the program results in a position at Equity. After leaving the military, Neeley initially found it difficult to find a job in a challenging economy. She learned of Equity’s training program through the Employer Partnership of the Armed Services. "I had never thought about a career in real estate, but I’m so glad I was introduced to it," she says. Not knowing anything about the industry, she was hesitant at first. Neeley notes that the support of her new colleagues inspired her to learn — and to build confidence. “Don’t worry about not having experience,” Neeley advises. “Come in with an open mind, ready to absorb everything. There is a room for growth in all departments, and the sky is the limit.”

FELICIA NEELEY
Community Administrator
Equity Residential
Jersey City, NJ

Kelly Tabolt’s career in the apartment industry was more of a happy coincidence than the result of a specific plan. A graduate of the State University of New York at Geneseo, she started as a leasing professional in 2006, not long after graduation. “I was not sure where I would end up, with my degree in theater,” she says. “I never imagined myself going into the industry if someone had told me that it was such a great option, I would have made it my dedicated career even sooner.”

Today, Tabolt is the Property Manager at a Winn Residential apartment community at Peterson Air Force Base; she enjoys building relationships with her staff and with apartment residents. She also enjoys a continuing education offered by the NAA Education Institute that her company encourages her to take. Most of all, Tabolt appreciates the many different opportunities that a career in the apartment industry offers. These opportunities extend beyond leasing and property management and maintenance; they include marketing, design and business planning — career choices to suit every personality.

KELLY TABOLT
Property Manager
Winn Residental
Colorado Springs, CO

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The Art of Rewarding Careers
i choose to live in an apartment

Thirty-five million people live in rental apartment communities. That includes young professionals beginning their careers, families and retirees. And these numbers continue to grow, as more people discover the convenience, community and flexibility that apartment living offers.

Apartment renters enjoy the convenience of choosing from a wide range of community sizes, styles and environments — from garden-style buildings in smaller neighborhoods to multi-level luxury high rises in the heart of the city. They benefit tremendously from the amenities that most communities offer, including fitness centers, outdoor play areas, and community social events. And many apartment buildings are located within walking distance of restaurants, shops and public transportation — promoting a healthier work-life balance for their residents.

Apartment living fosters community in every sense of the word. It brings people together in a way that no other type of housing can and puts the opportunity to meet and interact with a diverse group of individuals and families literally at one’s doorstep. These active populations are engaged with their communities through political, civic, volunteer and social action. Without the responsibility of property maintenance, renters are able to focus on friends, family and other pursuits.

Perhaps best of all is the flexibility that apartment living offers. With no mortgage or homeownership obligations, renters have the freedom to explore different places, experiences and opportunities more easily.

The art of housing choice

Of all new households this decade will rent

Up to half

35 million Americans (and growing) are renters
The apartment industry is committed to the community and harnessing the power of residents to have real impact and make a real difference.

**TOYS FOR TOTS**
Making Christmas Merrier for Children in Need

For nearly 10 years, the Apartment Association of Greater Dallas (AAGD) and the Apartment Association of Tarrant County (AATC) have participated in the Toys for Tots Program, in partnership with the U.S. Marine Corps Reserve. Working directly with the Marines — an honor in and of itself — association members volunteer to collect, wrap and distribute new toys to needy children in the Dallas/Fort Worth region every Christmas. Starting in October, dozens of association members also visit apartment communities across the area, facilitating onsite toy drives and encouraging residents to contribute to the program.

To date, 350 apartment properties within the two associations are active participants in the program. More than 15,000 toys collected every year are donated by members and residents within the AAGD and the AATC — the largest single contribution to Toys for Tots of any group in the Dallas/Fort Worth region.

**FOOD-A-THON AND THE CAN CAN BALL**
Fighting Hunger in Atlanta for More Than 25 Years

The Atlanta Apartment Association (AAA) joins together every year with the Atlanta Community Food Bank to provide food to more than 240,000 Atlanta area residents living below the poverty line. The AAA’s annual Food-A-Thon collects food to be distributed to more than 700 charitable agencies — including day care programs, nursing homes and shelters — providing much-needed nutrition to families and senior citizens across metro Atlanta and north Georgia.

In addition to the Food-A-Thon, the AAA organizes an annual black-tie event, the Can Can Ball, which raises money through corporate sponsorships, donations and a silent auction. In 2012 the Can Can Ball raised more than $200,000 — funds that, in addition with the proceeds from the Food-A-Thon, were used to provide 55 million meals to the hungry in north Georgia. Thanks to the hard work and generosity of AAA members, the Food-A-Thon and the Can Can Ball have combined to become one of the largest food drives in the country.

**NEW MOVES PARTNERSHIP**
Changing Lives, One Family at a Time

Based in Florida and supported by several National Apartment Association affiliated associations, numerous property management companies and industry suppliers, the New Moves Partnership works with charitable organizations to identify and assist the “incidental homeless”: individuals and families who, through job loss, illness, domestic violence or other misfortune, do not have a place to live. These families are looking for “a hand up, not a hand out” which is provided by securing apartment housing and furnishings for them at the program’s participating rental communities. Property managers at these communities help the families with move-in costs, offer reduced rent, and provide credit forgiveness to allow people to get back on their feet.

The program also partners with other charities to provide families with food, clothing, employment and counseling. The New Moves Partnership has helped more than 237 families since its inception in 2011; it’s enjoyed a 90 percent success rate, with the majority of families renewing their leases at regular rental prices. The program is in the process of expanding beyond Florida, with the aim of making a difference in communities across the country.

**OPEN ARMS FOUNDATION**
A Home Away from Home for Those Facing Medical Crisis

The Open Arms Foundation is the corporate charity of Mid-America Apartment Communities (MAA); overseen by an MAA employee and run entirely by volunteers, the program provides fully furnished, two-bedroom, accessible apartments free of charge for individuals and families who must travel in order to receive medical treatment. The average length of stay in an Open Arms apartment is one to two years; those participating in the program can focus entirely on their treatment, without the emotional burden and financial expense of paying for a second residence.

The Open Arms program is currently available in 43 apartments across 11 states, with the goal of continuing to grow each year. MAA works with hospitals including St. Jude Children’s Hospital in Memphis, Tenn, MD Anderson Cancer Center in Houston, Texas and the Mayo Clinic in Jacksonville, Fla.
GET THE BROAD BRUSH STROKES AND FINE DETAILS

FINDING AN APARTMENT CAREER: www.ApartmentCareerHQ.org

FEDERAL, STATE OR LOCAL APARTMENT INDUSTRY POLICY ISSUES: www.naahq.org/governmentaffairs

THE APARTMENT INDUSTRY’S ECONOMIC IMPACT: www.weareapartments.org

APARTMENT INDUSTRY ADVOCACY: www.naahq.org/learn/advocacy

NOTES

4. U.S. Census Bureau
5. National Multi Housing Council and Harvard Joint Center for Housing Studies
9. 2012 national salary range for on-site positions; does not reflect regional differences
10. Not all companies offer rent benefits
11. National Multi Housing Council and Harvard Joint Center for Housing Studies
12. U.S. Census Bureau