



RPM CAREERS UPDATE

AUGUST 26, 2015



Agenda

- www.rpmcareers.org
- Advertising and promotion
- Career videos
- RPM careers ambassadors
- RPM Career Launcher program
- Affiliate career center integration



www.rpmcareers.org



- Launched January 2015
- Combines career and industry awareness information with a robust job search platform
- Targets specific audience members: Students/recent grads, veterans/military spouses, career changers
- Includes career quiz, college and university RPM programs, affiliate career center links, careers ambassadors and more!



Student | Military/Vet | Career Transition | Employers



REAL
COMMUNITIES

REAL
CAREERS

Find a Job

Explore Careers

Land the Job

About the Industry

Find your calling

in residential property management,
a growing field with opportunity for advancement and great benefits.

Start your career

Connect with an RPM
professional



Find Jobs in Your Area



Take the Career Quiz

Career Exploration

Get Started

Find a Job

Enter Your Zipcode



Take the Career Quiz

Find Your Calling

Reasons to Join the Industry



The residential property management (RPM) industry offers meaningful careers with great opportunities for advancement. Find out why it is an attractive choice for you.

Learn More

Residential Property Management Vs. Other Careers



Find out how a career in residential property management (RPM) is different from others.

Learn More

Job Descriptions



No matter where you acquired your skills and education, you'll find great options in the residential property management (RPM) industry.

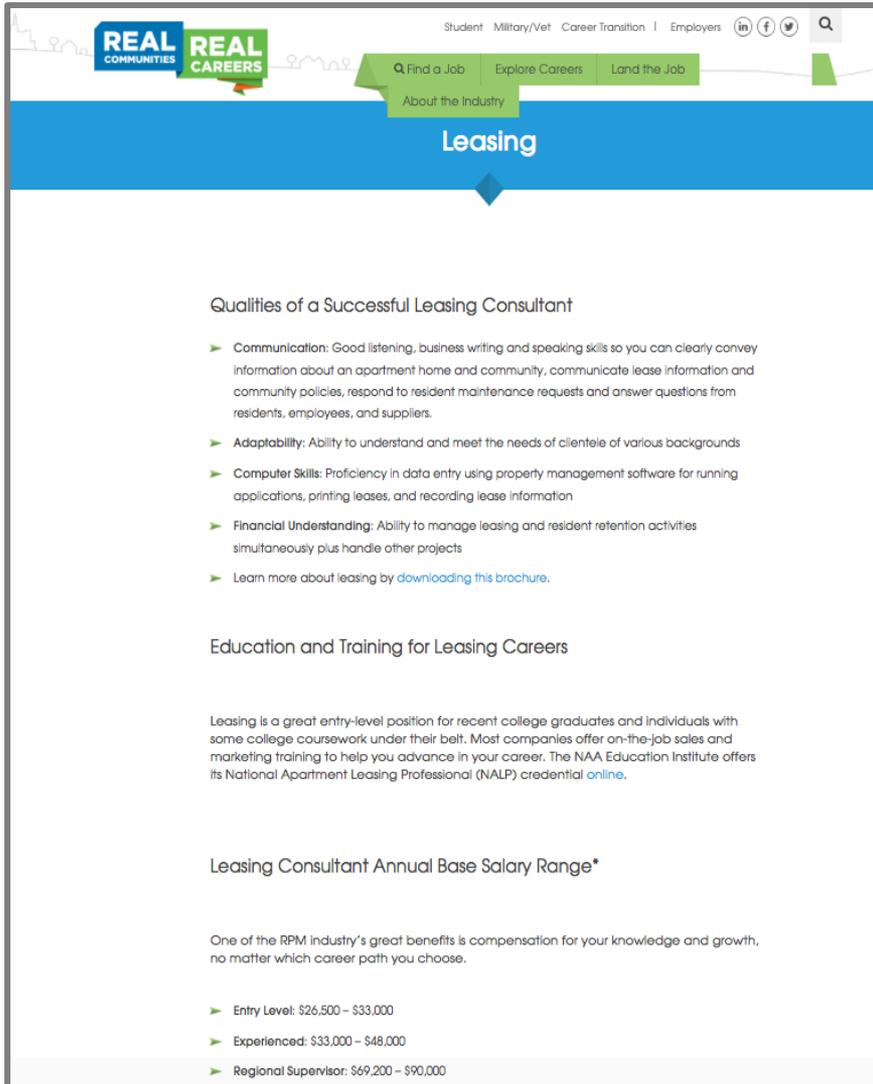
Learn More

Find Jobs in Your Area

Enter Your Zipcode

Find Jobs





Student Military/Vet Career Transition | Employers

REAL COMMUNITIES REAL CAREERS

Find a Job Explore Careers Land the Job

About the Industry

Leasing

Qualities of a Successful Leasing Consultant

- **Communication:** Good listening, business writing and speaking skills so you can clearly convey information about an apartment home and community, communicate lease information and community policies, respond to resident maintenance requests and answer questions from residents, employees, and suppliers.
- **Adaptability:** Ability to understand and meet the needs of clientele of various backgrounds
- **Computer Skills:** Proficiency in data entry using property management software for running applications, printing leases, and recording lease information
- **Financial Understanding:** Ability to manage leasing and resident retention activities simultaneously plus handle other projects
- Learn more about leasing by [downloading this brochure](#).

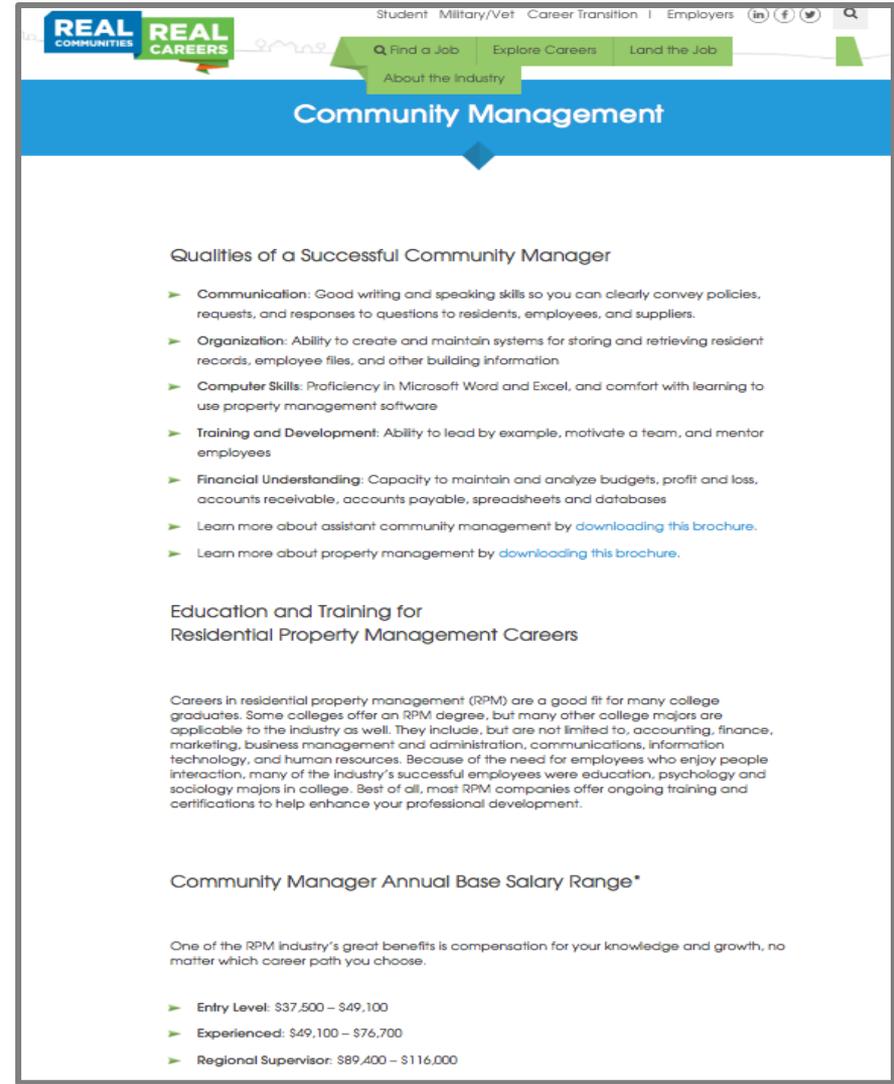
Education and Training for Leasing Careers

Leasing is a great entry-level position for recent college graduates and individuals with some college coursework under their belt. Most companies offer on-the-job sales and marketing training to help you advance in your career. The NAA Education Institute offers its National Apartment Leasing Professional (NALP) credential [online](#).

Leasing Consultant Annual Base Salary Range*

One of the RPM industry's great benefits is compensation for your knowledge and growth, no matter which career path you choose.

- **Entry Level:** \$26,500 – \$33,000
- **Experienced:** \$33,000 – \$48,000
- **Regional Supervisor:** \$69,200 – \$90,000



Student Military/Vet Career Transition | Employers

REAL COMMUNITIES REAL CAREERS

Find a Job Explore Careers Land the Job

About the Industry

Community Management

Qualities of a Successful Community Manager

- **Communication:** Good writing and speaking skills so you can clearly convey policies, requests, and responses to questions to residents, employees, and suppliers.
- **Organization:** Ability to create and maintain systems for storing and retrieving resident records, employee files, and other building information
- **Computer Skills:** Proficiency in Microsoft Word and Excel, and comfort with learning to use property management software
- **Training and Development:** Ability to lead by example, motivate a team, and mentor employees
- **Financial Understanding:** Capacity to maintain and analyze budgets, profit and loss, accounts receivable, accounts payable, spreadsheets and databases
- Learn more about assistant community management by [downloading this brochure](#).
- Learn more about property management by [downloading this brochure](#).

Education and Training for Residential Property Management Careers

Careers in residential property management (RPM) are a good fit for many college graduates. Some colleges offer an RPM degree, but many other college majors are applicable to the industry as well. They include, but are not limited to, accounting, finance, marketing, business management and administration, communications, information technology, and human resources. Because of the need for employees who enjoy people interaction, many of the industry's successful employees were education, psychology and sociology majors in college. Best of all, most RPM companies offer ongoing training and certifications to help enhance your professional development.

Community Manager Annual Base Salary Range*

One of the RPM industry's great benefits is compensation for your knowledge and growth, no matter which career path you choose.

- **Entry Level:** \$37,500 – \$49,100
- **Experienced:** \$49,100 – \$76,700
- **Regional Supervisor:** \$89,400 – \$116,000

Start your Career

Your access information - sarah.conrad4@gmail.com - Gmail

Student | Military/Vet | Career Transition | Employers

REAL COMMUNITIES **REAL CAREERS**

Find a Job | Explore Careers | Land the Job | About the Industry

Career Center

Employers? Sign In and More

Home **Jobs** Your Resume Resources Job Seekers [Sign In](#)
Your Account ▼

Help

896 Jobs Sort By **Newest** ▼

| | | |
|---|------------------------------|--|
| Maintenance Supervisor EdR | Texas Today | |
| Maintenance Supervisor – Brompton Court Merion Residential | Houston, Texas 3 Days Ago | |
| Leasing Associate Merion Residential | Houston, Texas 3 Days Ago | |
| Leasing Manager Merion Residential | Houston, Texas 3 Days Ago | |

FEATURED Training Manager- Military Property Management
Hunt Companies

D.C.
3 Days Ago



Advertising and Promotion

Advertising Campaign Strategies

- Raise awareness among target audiences about RPM Careers and engage them in website content (quiz, job searches, ambassadors).
- Generate traffic and job searches from people in target audiences who are actively searching for jobs.
- Build an online community of current and future RPM Career professionals to promote industry awareness and website visits.



RPM Careers Engagement

| Campaign Engagement | Q1 | Q2 | June 16- August 15 | YTD |
|---|--------|--------|-----------------------|--------|
| Engaged Facebook Users | 10,308 | 18,675 | 18,300 | 47,283 |
| Facebook Post Likes, Comments, and Shares | 2,936 | 9,470 | 10,675 | 23,081 |
| "Find a Job" Clicks to Careers.naahq.org | 4,925 | 4,652 | 3,506 | 13,083 |
| Quiz Completions | 940 | 897 | 880 | 2,717 |
| Ambassador Conversions | 87 | 78 | 88 | 253 |

RPM Careers Awareness

| Campaign Awareness | Q1 | Q2 | June 16- August 15 | YTD |
|-----------------------------------|-----------|-----------|-----------------------|------------|
| Digital Advertisement Impressions | 5,997,535 | 9,313,186 | 4,424,050 | 20,235,252 |
| Individuals Reached on Facebook | 1,482,939 | 2,878,047 | 1,987,460 | 6,348,446 |
| RPM.naahq.org Visits | 14,960 | 13,129 | 10,129 | 38,218 |
| Facebook Fans | 3,372 | 2,294 | 2,120 | 7,703 |
| LinkedIn Followers | N/A | 192 | 38 | 230 |

- Conversion rates are rising:
 - Website visits resulting in a Find a Job search are up 12% (from 30% to 33.5%)
 - Similar for other KPIs (quiz, ambassadors)
- Cost per conversion is dropping:
 - Cost per job search down 41% (\$10.99 to \$6.47).
 - Cost per website session down 32% (\$3.26 to \$2.23)



Find your career in
Residential Property Management.

REAL COMMUNITIES REAL CAREERS

REAL COMMUNITIES REAL CAREERS
RPM Careers Organization

Sign Up Like Message

Timeline About Photos Reviews More

7,956 people like this

21 people have been here

Open · 9:00AM - 5:00PM
Get additional info

Invite friends to like this Page

4.8 ★ 4.8 of 5 stars · 19 reviews
View Reviews

ABOUT

4300 Wilson Blvd, Suite 400
Arlington, Virginia

(703) 518-6141

<http://www.RPMcareers.org/>

RPM Careers
August 19 at 12:00pm · 🌐

"After managing hotels and restaurants for over six years, I wanted to transition to a career that supported my desire to develop my financial skills — while still focusing on customer service and creating loyal customers," says Michell Garcia-Brown, a community manager and RPM Careers ambassador. "RPM was that career." Visit RPMcareers.org today to connect with Michell and other RPM Careers ambassadors:
<http://rpm.naahq.org/explore-careers/connect>

" I wanted to transition to a career that supported my desire to develop my financial skills —

177%+ increase in number of Facebook fans (7,703).

This enables us to reach more people with our posts.

A large increase due to NAA members joining and asking colleagues to join.

REAL CAREERS RPM Careers
Published by Reingold [?] · May 16 at 2:00pm · Edited [?] ·

Today is Armed Forces Day. Did you know residential property management is a meaningful career field that's ideal for transitioning military service members and military spouses? Learn more: <http://rpm.naahq.org/veteran-military>



65,344 people reached

Boost Unavailable

Like · Comment · Share

3,668 people like this. Top Comments ▾

65 shares

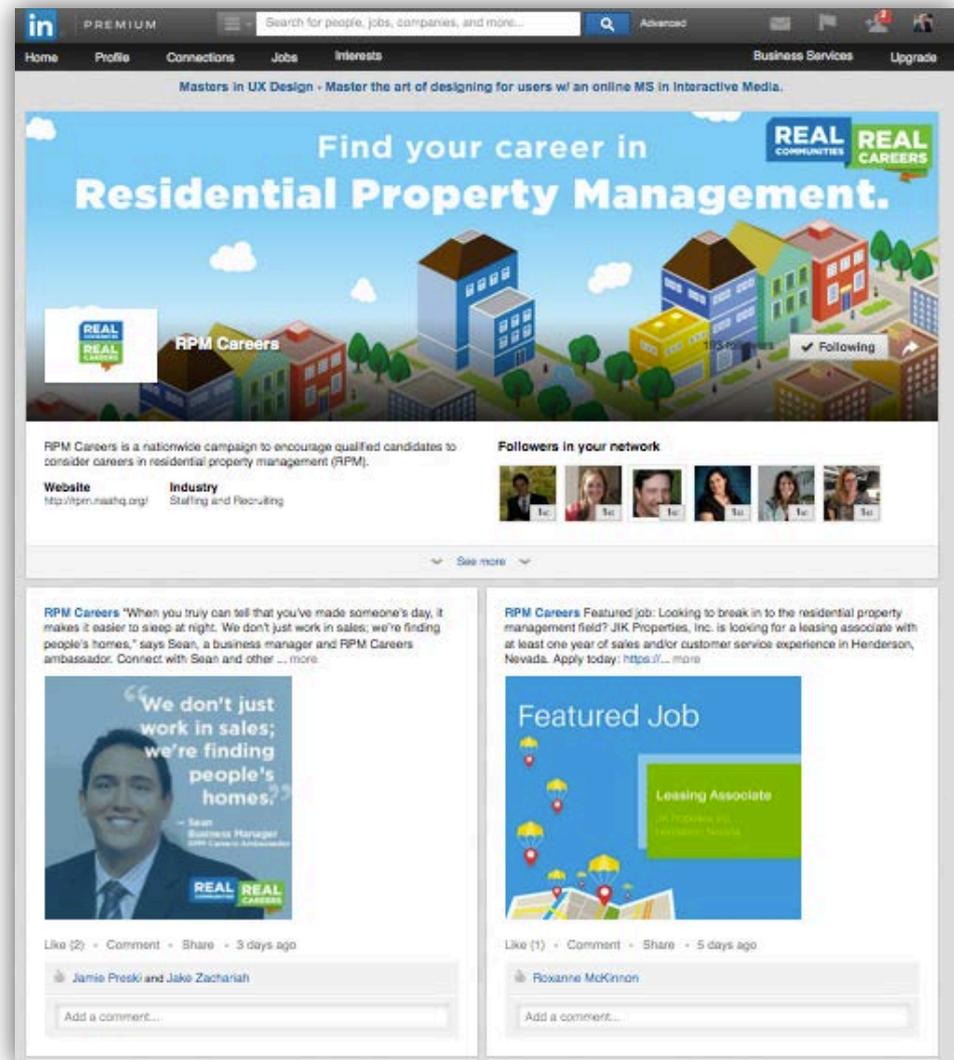
Post with highest reach and engagement rate (Armed Forces Day):

- 65,344 people reached
- 3,668 likes
- 65 shares

New page launched on May 15, 2015. Results through 6/8/15:

- 53,250 impressions
- 226 page likes
- 74 clicks on content
- 4,694 interactions
- 2.01% engagement

/company/9453630



The screenshot shows the LinkedIn profile for RPM Careers. The header includes navigation links (Home, Profile, Connections, Jobs, Interests, Business Services, Upgrade) and a search bar. The main banner features the text "Find your career in Residential Property Management." with a "Following" button. Below the banner, there is a "Followers in your network" section with several profile pictures. The main content area contains two posts:

- Post 1:** A quote from Sean, Business Manager, stating "We don't just work in sales; we're finding people's homes." with the RPM Careers logo.
- Post 2:** A "Featured Job" listing for a "Leasing Associate" at JIK Properties, Inc. in Henderson, Nevada, with an application link.

Each post includes interaction options like "Like", "Comment", and "Share", along with the user's name and the time since posted.



RPM Career Resources



RPM Careers Brochures

careers in residential property management

maintenance technician

REAL COMMUNITIES
REAL CAREERS



careers in residential property management

assistant community manager

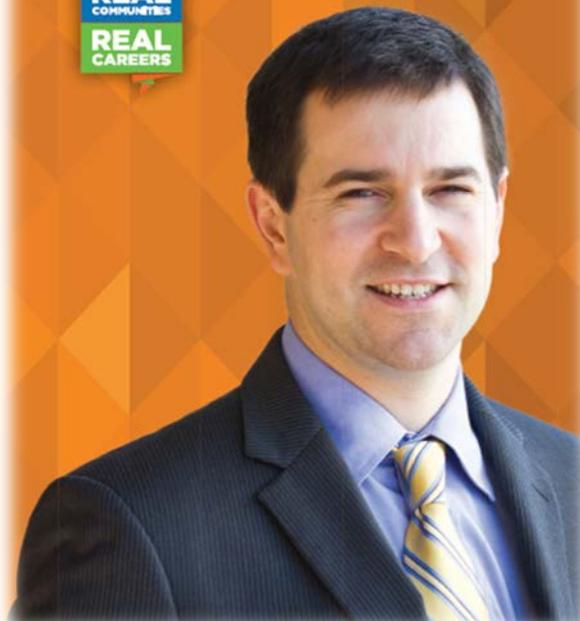
REAL COMMUNITIES
REAL CAREERS



careers in residential property management

community manager

REAL COMMUNITIES
REAL CAREERS



RPM Careers Collateral

make your mark in a growing industry

There has never been a better time to start a career in residential property management (RPM). Demand for apartments is growing rapidly—and so is the need for talented, creative individuals who can help build strong communities. RPM is a robust, dynamic and highly professional field dedicated to helping people choose and enjoy the housing lifestyle that's right for them.

start your career today

Search for jobs and connect with real people working in residential property management at RPMcareers.org.

Learn more about NAAE:

-  [facebook.com/NAAEI](https://www.facebook.com/NAAEI)
-  twitter.com/NAAEI
-  4300 Wilson Blvd., Suite 400
Arlington, VA 22230
-  rpmcareers@naahq.org



NAAE NOW TODAY'S INVESTMENT. TOMORROW'S WORKFORCE.

careers in residential property management

leasing consultant



the right career for me

Name: Shannon Casserly

Title: Senior leasing consultant

Age: 30

Time in Residential Property Management: 2 years

Education: Bachelor's degree in economics

Aspiration: Community manager

"After I graduated college, I worked at hotels doing operations, events and group sales. I learned about the RPM industry after moving to a new apartment community and becoming friends with the leasing consultant who helped me lease my new home. She loved her job and thought it would be a great career for me too, based on my hospitality experience."



"What I love most about my career is making connections with people. In hospitality, the customers were transitory, staying only for a short-term period. Now, I get to make connections with people who become customers for years. If you love talking to people and helping people, this is a great career for you!"



opportunities for advancement

Whether you relish the challenge of meeting or surpassing sales goals, appreciate the details in executing a marketing plan, or simply enjoy helping people, careers in residential property management (RPM) offer many possibilities and the opportunity for lifelong learning and career development. Leasing

consultants are the industry's public face, helping people find the right housing option that fits their budget. Previous experience in retail or the hospitality industry can easily be applied to this rewarding career, which can lead to prestigious positions such as regional marketing director or senior leasing executive.

a rewarding career: leasing consultant

- ▶ **annual base salary range***
entry level: \$26,500 - \$33,000
experienced: \$33,000 - \$48,000
regional supervisor level: \$69,200 - \$90,000
- ▶ **work hours**
full time
- ▶ **housing benefits**
some employers offer 20% or more rent reduction
- ▶ **benefits**
health insurance, life insurance, retirement plan, tuition assistance
- ▶ **additional earnings***
overtime pay and bonus pay of 5.4% - 23.5% of salary
- ▶ **training**
continuing education and professional credentials

*2013 CEA & Associates Real Estate Compensation Survey

RPM Career Videos

- Interviews with people who are:
 - Maintenance professionals
 - Property managers
 - Leasing consultants
- Three additional videos feature various attributes of an RPM career:
 - Career growth and opportunity
 - Transitioning to a new career
 - A meaningful career
- One video was posted on Facebook and had 17,122 total views



Property Manager

<https://www.youtube.com/watch?v=57PgJEMJXfA>



Career Growth and Opportunity

<https://www.youtube.com/watch?v=-bV6NtL1HVw>



RPM Careers Ambassadors

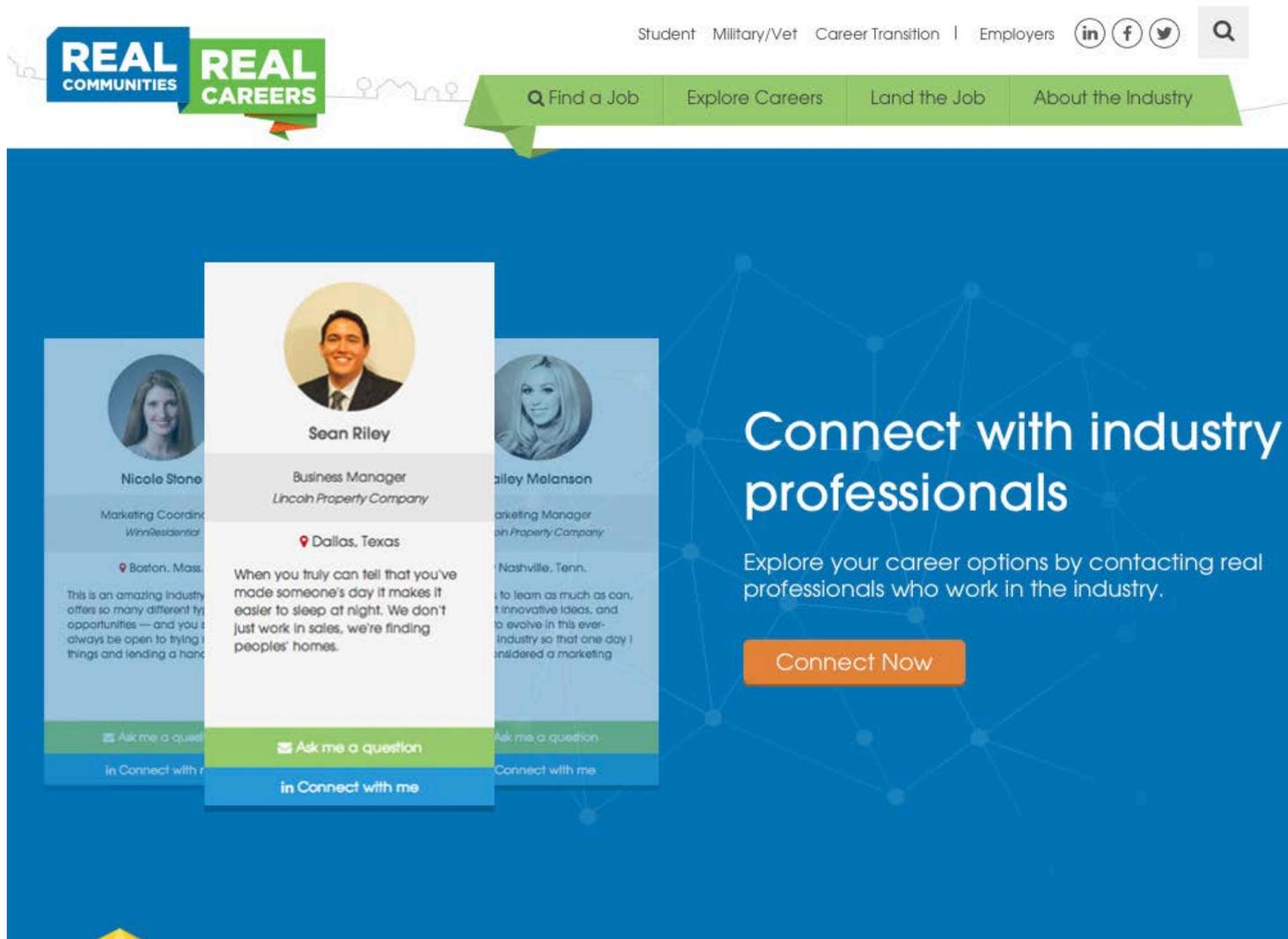


RPM Careers Ambassadors

- Focus group participants said they want to connect with people in the industry, not just a website.
- RPM Career Ambassador program aims to facilitate interpersonal engagement.
- These messengers enhance the credibility of the message.
- Personal communications are more persuasive, can help convince someone to apply for a job or career.

The screenshot shows a webpage with a blue header containing the text "Explore Careers". Below the header, a message reads: "Based on your answers, here's what we can tell you about the Residential Property Management industry." A testimonial box contains a circular profile picture of a woman, followed by the text: "Hi I'm Shawnta, a Community Director." Below this is a paragraph: "Working in the RPM industry allows me to interact with people on a daily basis. I have the opportunity to provide valuable customer service, which is key in this industry." At the bottom of the testimonial box is a green button with the text "Meet More Professionals".

RPM Careers Ambassadors



[Student](#) | [Military/Vet](#) | [Career Transition](#) | [Employers](#)

[in](#) [f](#) [t](#) [Q](#)

[Q Find a Job](#) | [Explore Careers](#) | [Land the Job](#) | [About the Industry](#)



Nicole Stone
Marketing Coordinator
Winnescientia
Boston, Mass.
This is an amazing industry offers so many different opportunities — and you always be open to trying things and lending a hand

Ask me a question

in Connect with me



Sean Riley
Business Manager
Lincoln Property Company
Dallas, Texas
When you truly can tell that you've made someone's day it makes it easier to sleep at night. We don't just work in sales, we're finding peoples' homes.

Ask me a question

in Connect with me



Bailey Melanson
Marketing Manager
Lincoln Property Company
Nashville, Tenn.
to learn as much as can, innovative ideas, and to evolve in this ever-changing industry so that one day I considered a marketing

Ask me a question

in Connect with me

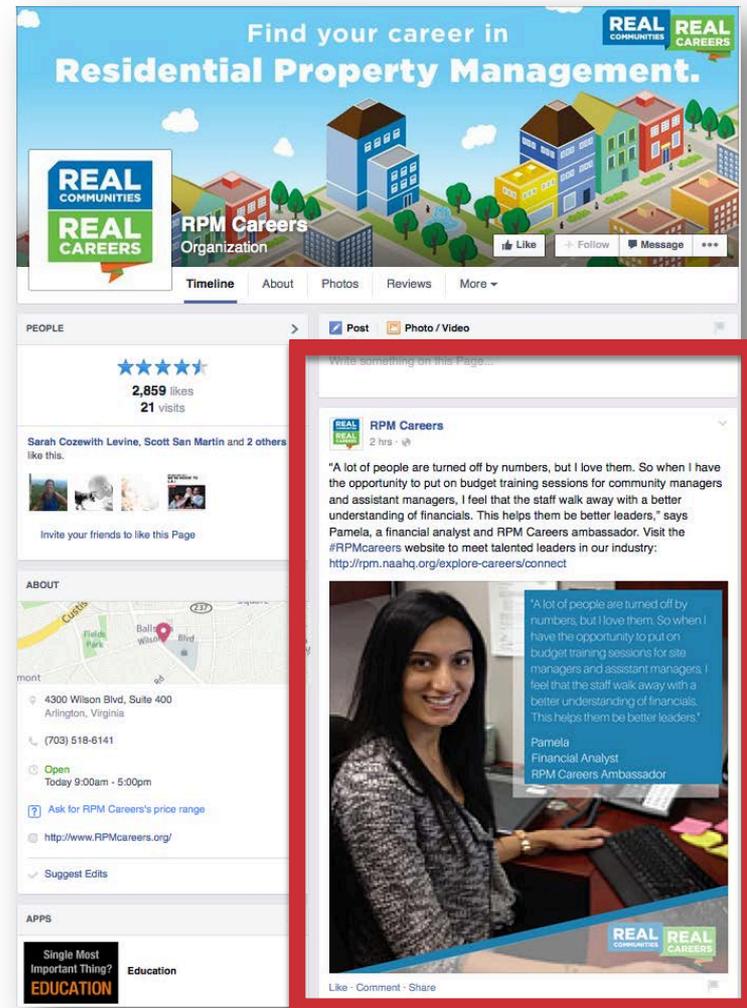
Connect with industry professionals

Explore your career options by contacting real professionals who work in the industry.

[Connect Now](#)

Promoting RPM Career Ambassadors on LinkedIn and Facebook pages.

- Profiles and testimonials
- Bylined articles (similar to Aptly blog)
- Advertising
- Group discussions (ask me anything)



The image shows a screenshot of the RPM Careers Facebook page. The page header features the text "Find your career in Residential Property Management." and the REAL COMMUNITIES REAL CAREERS logo. Below the header is a navigation bar with "Timeline", "About", "Photos", "Reviews", and "More". The main content area shows a post from RPM Careers, dated 2 hours ago. The post includes a testimonial from Pamela, a Financial Analyst and RPM Careers Ambassador, who shares her experience with budget training sessions. The testimonial text is: "A lot of people are turned off by numbers, but I love them. So when I have the opportunity to put on budget training sessions for community managers and assistant managers, I feel that the staff walk away with a better understanding of financials. This helps them be better leaders," says Pamela, a financial analyst and RPM Careers ambassador. Visit the #RPMcareers website to meet talented leaders in our industry: <http://rpm.naahq.org/explore-careers/connect>. Below the text is a photo of Pamela at her desk. The page also displays a 5-star rating with 2,859 likes and 21 visits, and an "About" section with the address 4300 Wilson Blvd, Suite 400, Arlington, Virginia, and the phone number (703) 518-6141.

My RPM Story: RPM Careers Ambassador Stephanie Anderson



Stephanie Anderson | Tuesday, August 4, 2015

PRINT PAGE 

FONT SIZE - +

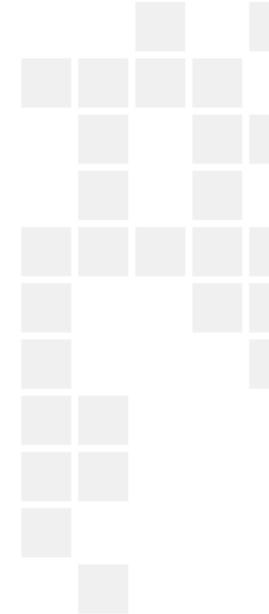


How did I get into residential property management? I was looking for an apartment — and found my new career.

When the property manager who was showing me a residential community asked if I wanted to be a leasing consultant, I didn't know much about the industry. The more I learned, the more I realized that RPM was a great fit for me. The benefits were amazing: a flexible schedule that accommodated my college course load, plus commissions on top of my base salary. And of course the rental discount was a nice perk while I was a starving college student.

That's why I decided to become an RPM Careers ambassador — to spread the word about the opportunities a career in our industry has to offer. RPM Careers ambassadors are key resources on RPMcareers.org. Interested candidates can go to our page on the website and ask us about our experience in the industry. If the program had existed when I was starting out, I definitely would have been the first to email an ambassador.

While the flexible schedule and great benefits initially drew me into the industry, the limitless amount of opportunity keeps me here. A career in RPM allows you to find the thing that you enjoy most about your job and develop it into a career path. Working in RPM, people build careers in marketing, maintenance, lease up, accounting, management ... the list goes on.





RPM Career Launcher



RPM Career Launcher

- Began promoting the pilot program in July 2015
- Provides a way for inexperienced candidates to train to become eligible for RPM positions.
- Pilot includes 6 participating management companies
- Participants interview, receive training and are matched with a community for a 10-week 400-hour on-site experience as temporary staff.
- Positions change from temporary to permanent at the conclusion of the program.

RPM Career Launcher



Need industry experience to land the job?

Join the RPM Career Launcher program today.

[Join Today](#)

RPM Career Launcher

RPM Career Launcher



Sometimes great job candidates just need a chance to show what they can do in the workplace. If the jobs you want require previous property management industry experience, the RPM Career Launcher program can give you your start.

Combining training with paid temporary on-site work, the RPM Career Launcher program is ideal for job candidates who lack experience in the industry but are eager to join. A successful candidate works as a temporary employee for a participating company – at an hourly rate – for 400 hours, receiving biweekly performance reviews.

After completing the program, the candidate's employer may extend the training program or an offer of a permanent position may be made. Either way, participants gain valuable experience to launch an RPM career.

[Get started today!](#)

- 1 Apply for the RPM Career Launcher program [here](#).
- 2 Tell us about yourself! Participate in an online, video-based interview with the RPM Career Launcher program managers.
- 3 Complete course material before your assignment.

Find Jobs in Your Area

Find Jobs



RPM Career Launcher

Assistant Service Manager - Military Housing

Lincoln Military Housing

Camp Pendleton-
Oceanside, California

Yesterday

LINCOLN PROPERTY COMPANY
a company of people, a company about people.



Assistant Property Manager - Colonial Village at Westchase

Mid-America Apartment Communities

Charleston, South Carolina

Yesterday



Leasing Consultant

Pinnacle Property Management Services

Seattle, Washington

Yesterday



Get industry experience.
Join the RPM Career Launcher program today.



District Manager- Lincoln Military Housing

Lincoln Military Housing

Patuxent River, Maryland

Yesterday

LINCOLN PROPERTY COMPANY
a company of people, a company about people.



Maintenance Technician

Lincoln Military Housing

San Diego, California

Yesterday

LINCOLN PROPERTY COMPANY
a company of people, a company about people.



Leasing Consultant

Pinnacle Property Management Services

Seattle, Washington

Yesterday



🔍 Search
👁 Browse
📍 Explore
✉ Your Job Alerts
★ Your Saved Jobs

[◀ Return to Search Results](#)
[< Previous Job](#) [Next Job >](#)

Start Your Residential Property Management Career Today - Apartment Career Launch!

NAA Education Institute

RPM Career Launch Program - Paid on the Job Training Program!
Sometimes all you need is a chance to show what you can do! If you have been unable to get an interview because the job you want requires apartment industry experience, then the RPM Career Launcher program could be the boost you need!

We have put together a program that combines training with 10 weeks of on-site work. The RPM Career Launcher program is ideal for candidates who are eager to work and show everybody what they can accomplish but have lacked the industry experience to get in the door. A successful candidate for the RPM Career Launcher program will work as an employee with one of our staffing company program sponsors for ten weeks at one of our participating property management company's properties. Some of the leading property management companies in the country are participating and they have open jobs all over the country!

After completing the 10 week program, you may be extended an offer to go to work with your sponsor company or possibly have the assignment extended with the staffing company. Either way, you have been paid for your work and you will have gained valuable experience to launch your RPM career.

If you are ready to LAUNCH your career in the Apartment Industry, please review the program requirements and then click Apply Now!

What are the Program Requirements:

- You must be at least 18 years old and authorized to work in the US.
- You must be able to work for the duration of the 10 week program.
- As an Apartment Leasing Consultant you will have to be able to work weekends.
- You will have to have reliable transportation.
- You must be able to successfully pass a pre-employment background check.

Apply Now

 or [Save Job](#)

Posted:
June 11, 2015

Location:
United States

Salary:
Open

Type:
Full Time - Entry Level

Categories:
Site Personnel - Maintenance, Site Personnel - Office & Leasing

Required Education:
High School

[NAA Education Institute](#)





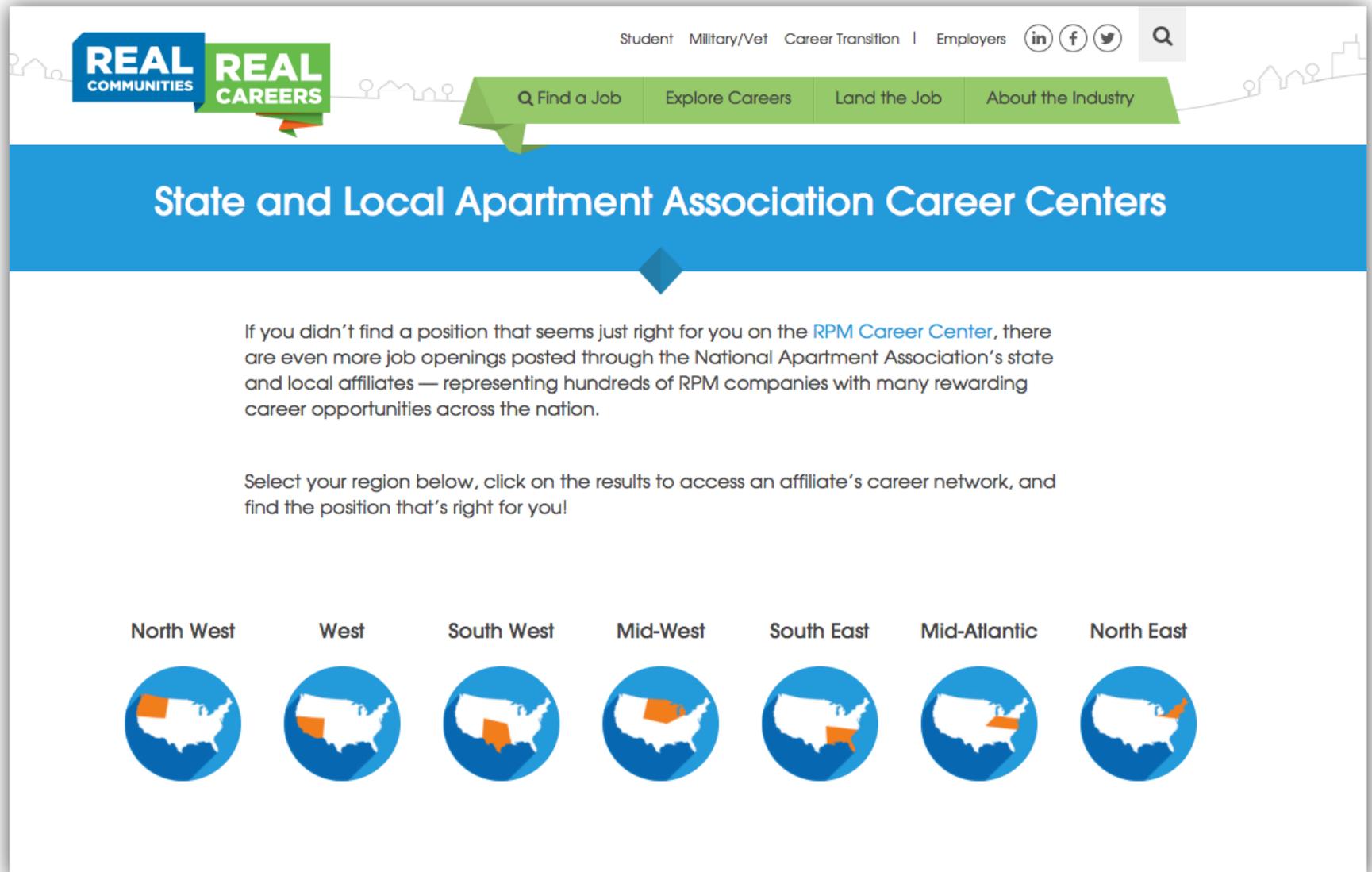
Affiliate Career Center Integration



Affiliate Career Centers

- Feedback from members of the AEC suggested a need to integrate state and local career centers with the rpmcareers.org career center
- A task force began working to create a solution that benefits all career centers and job seekers.
- Suggested designs were presented to affiliates in July and feedback was very positive.
- Final approvals are expected at this conference and should be live on the site shortly.

Affiliate Career Centers



Student Military/Vet Career Transition | Employers    

REAL COMMUNITIES REAL CAREERS

Q Find a Job Explore Careers Land the Job About the Industry

State and Local Apartment Association Career Centers

If you didn't find a position that seems just right for you on the [RPM Career Center](#), there are even more job openings posted through the National Apartment Association's state and local affiliates — representing hundreds of RPM companies with many rewarding career opportunities across the nation.

Select your region below, click on the results to access an affiliate's career network, and find the position that's right for you!

| North West | West | South West | Mid-West | South East | Mid-Atlantic | North East |
|---|---|---|--|---|---|---|
|  |  |  |  |  |  |  |

Regional Listings

North West



West



South West



Mid-West



South East



Mid-Atlantic



North East



South West Region

[Austin Apartment Association](#)

Austin, Texas

[Corpus Christi Apartment Association/a>](#)

Corpus Christi, Texas

[Rio Grande Valley Apartment Association](#)

Harlingen, Texas

[San Antonio Apartment Association](#)

San Antonio, Texas

Resources for Job Seekers

Student | Military/Vet | Career Transition | Employers

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About the Industry

Career Center

Employers? Sign In and More

Home | Jobs | Your Resume | **Resources**

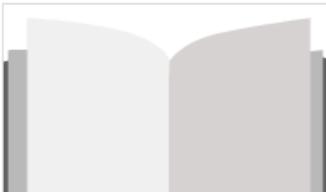
Job Seekers [Sign In](#)
Your Account ▾

Career Learning Center

Help

Resources

NAA Career Center offers professional services to help you build and manage your career for maximum potential for success. Check out these resources!



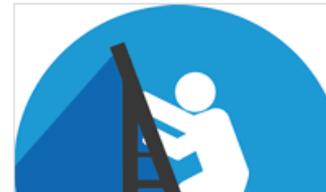
Our Learning Management System will help you further your training with customized learning content.

CAREER LEARNING CENTER



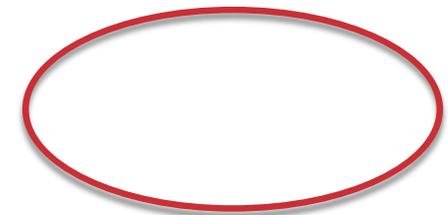
Want to learn more about the industry? Connect with a real person working in residential

AMBASSADORS



Thinking about a career in residential property management? Build your skills with the RPM

CAREER LAUNCHER





Questions?