



Onsite Solutions

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How to Fall Back in Love with Your Job

BY LISA TROSIEN

Summertime can either make or break you in the multi-family industry. For most of us, it's the busiest time of year, showing future residents around our community, moving people in (and out), training and retraining new team members and more. Sometimes the pace is so grueling, you'll take a look in the mirror and say, "Why am I doing this?"

You are not the only one to have these feelings. There are even Web sites, specifically designed to let people "vent" their frustrations. And a quick visit to them will help you realize that your job is actually pretty darn terrific. If you ever find yourself questioning your career in property management, ask yourself:

1. Where else can I work where every single day is guaranteed to be different?
2. What type of job actually lets me help people solve one of life's biggest headaches? (Helping people find a home.)
3. What type of profession allows me to meet so many new people regularly, people who start out as customers, but become part of a community once they move in?

Residents not only make the physical connection of moving into our communities, but they tend to make an emotional connection as well. We know our customers far better than a typical business does; we know their incomes, credit history, familial

makeup—and many more personal items—simply because we literally "live" with our customers. This emotional connection is something that most working professionals never have a chance to make during their workday. We are fortunate to work in a profession that provides this.

Think about why you became a property management professional in the first place. It's rare to find an individual who always knew they wanted to be in the apartment industry. But once you entered the industry, you've stayed. Why?

Try to get back in touch with the reasons you selected your job. Was it a love of people? The ability to wear the following different "hats":

Counselor: Think of all the times a resident pops in your doorway and says, "Got a minute?"

Accountant: All those checks every month makes all of us great at accounting, even when we can't balance our own checkbooks.

Chauffer: How many times have we given a lift to resident to pick up their car at the repair shop? Or dropped them at work because their car was still in the shop?

Babysitter: Don't even tell me that the kids aren't racing in after school for cookies.

Confidant: You know when your residents lose a job, end a relationship, file for bankruptcy

... the list is endless.

Banker: Does this sound familiar? "Can you just hold my check until tomorrow? I know it won't clear today ..."

Repairman: Your maintenance person is on their way, but they need you to troubleshoot the problem. So you head on over to the apartment unit, toolbox in hand.

Decorator: Ever put together a mini model?

Caterer: Two words says it all: Resident Activities

Party planner: See "Caterer"

Trainer: Your leasing people are so great at what they do that they keep getting promoted. So you train and train and train some more.

Landscaper: Make your seasonal color selections, pick which shrubs and trees need trimming. And don't forget to weed and feed.

Recruiter: You're always on the lookout for great potential employees whether you're at the mall or having dinner.

No one in the world gets to do what we do every single work day of our lives. Who else actually has a job that lets them celebrate life in so many ways? So when the workday is getting you down, just remember to keep doing what you do best—Celebrate Life. ■