

12-Month Resident Retention Action Plan

Adapted from "Close the Back Door," by Elaine Simpson

The purpose of this resource is to give FPG Leasing Teams a regular communication schedule with residents for the duration of their lease.

Time Frame	Retention Strategy	Suggested Action
Prior to Move-In	New Resident Orientation	Review the lease in detail with the resident and answer any questions they have
Move-In Day	Escort Resident to Their New Home and Show Amenities	Explain and demonstrate all home and community amenities and offer a move-in gift
7 Days After Move-In	Move-In Checklist and Move-In Questionnaire	Leasing Agent completes requests on Move-In Checklist and reviews Move-In Questionnaire
10 Days After Move-In	"Warm and Fuzzy," Phone Call or In-Person Visit	Leasing Agent calls or visits the new resident to see if they need anything or have any questions
14 Days After Move-In	Maintenance Introduction	Maintenance confirms that resident understands how to use their appliances and reviews how to submit a maintenance request
30 Days After Move-In	Community Manager Contact	Community Manager sends a welcome letter to the resident
60 Days After Move-In	Mail Satisfaction Questionnaire	Check the resident's overall satisfaction of the community and their home through a questionnaire
90 Days After Move-In	"Warm and Fuzzy" Contact	Send a card to the resident from your team and have each person sign the card
During Lease Term	Ongoing Communication	Marketing department sends general community updates/information. Leasing office should follow up on service requests and host resident events

180 Days After Move-In	"How Are We Doing," Questionnaire	Send out a short questionnaire for the resident to provide feedback
During Lease Term	Ongoing Informal Contact	If/when staff members run into resident, ask how things are in the apartment and if any service requests need to be submitted
180 Days Prior to Lease Renewal	Resident Appreciation	Put flowers or a small seasonal gift on the doorstep of the resident's home with a note that says they're special. Have all team members sign it
120 Days Prior to Lease Renewal	Early Renewal	Send letter to resident offering an "Early Bird Renewal Special," such as carpet cleaning or a lower increase on rent.
90 Days Prior to Lease Renewal	"We Want You to Stay" Card	Send a card signed by all team members
60 Days Prior to Lease Renewal	"We Want You to Stay" Phone Call	Leasing Agent calls resident about the upcoming renewal
45 Days Prior to Lease Renewal	Official Renewal Letter	Send renewal letter
30 Days Prior to Lease Renewal	Renewal Preparations	Leasing Agent requests the resident make an appointment to sign their new lease
14 Days Prior to Lease Renewal	Final Contact	Leasing Agent calls or visits the resident if they haven't responded