



# Hiring for Multifamily

A COMPLETE GUIDE

The success of a business is not defined by the product or service they provide, but rather the employees within it; This is especially true in the multifamily industry. Regardless of location, pricing, and amenities offered, a potential resident will make their final rental decision based on how confident they are in the site teams to provide an exceptional living experience for them and their families. Finding and keeping the right talent is no small feat, but the following overview will help get you started!

## Basic Qualifications

These are the minimum skills, traits, and criteria people need to meet in order to fill an available position and varies by the specific job role.

### Examples for Maintenance Technicians

- General knowledge of maintenance repair and service
- Possesses reliable transportation
- Ability to lift, carry, push, and pull up to 50lbs
- Live within 20 minutes of the property
- Ability to pass a background check

### Examples for Leasing Agents

- Computer literacy in Microsoft Office, email, and internet
- Ability to work Saturdays
- Ability to pass a background check
- High School Diploma or equivalent



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## Additional Preferred Qualifications

These items aren't required, however candidates that possess these traits will be seen as more qualified for the position.

### Examples for Maintenance Technicians

- Previous experience in this field
- HVAC Certified
- Leadership Traits ie. innovative, positive attitude, takes initiative, encourages teammates
- Provides quality customer service ie. clear communicator, kind, professional, active listener
- Can-do attitude
- Hard worker

### Examples for Leasing Agents

- Previous experience in this field
- Leadership traits ie. positive attitude, takes initiative, encourages teammates
- Customer service experience
- Sales experience
- Flexible
- Detail-oriented



Since the COVID-19 Pandemic, traditional qualifications for multifamily may not be enough to keep up with new resident expectations especially in regards to being technologically savvy.

### **Here are some additional criteria to consider when hiring a new employee**

- Technological ability ie. operating smartphones, sending and receiving emails, accessing the internet, etc.
- Operating a camera independently or from their phone
- Communicating with residents about technological terms and functionality
- Willingness to be on camera for training, presentations, virtual tours, etc.

### **Soft Skills**

Just because a candidate has experience and meets the basic qualifications, doesn't mean they're the best fit for the job. Soft skills are intangible traits that involve a candidate's ability to form relationships with others, and separates average employees from exceptional ones.

### **Here are some examples to consider**

- Active listening
- Body language
- Eye contact
- Grammar
- Email formatting
- Problem solving
- Resourcefulness
- Conflict resolution
- Decision making
- Project Management
- Confidence
- Energy
- Honesty
- Respectfulness



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## Company Culture and Core Values

Every company has an internal culture that sets the tone for everyday interactions and operations. Common cultural descriptions are free-spirit, team-first, traditional, progressive, cutting-edge, competitive, and more. When hiring a new employee, it's important to establish whether they fit into the current company culture so they feel comfortable in their new setting and can contribute positively to it. They should also align with the company's core values i.e. **FIRST: Fun, Inspire, Respect, Service, and Team.** Remember, company culture can and should change especially if it starts to hinder productivity.

## Where to Post Job Openings

When hiring it's important to reach as many applicants as possible, and technology has made this easier than ever.

### Here are some FREE sources to get started

- Indeed
- Facebook
- LinkedIn
- Employee Referrals
- Resident/Prospect EBlasts

## Tips for Job Posting

- Be specific, yet concise
- Use colorful, enthusiastic language
- Be easily accessible (multiple communication methods)
- Include benefit information
- Explain the application process
- Include a statement on being an Equal Opportunity Employer
- Offer advancement opportunities