

**ZOCALO**  
community development

## Position Agreement Leasing and Marketing Expert

Reports to: Community Director

### ZOCALO MISSION STATEMENT

Zocalo Community Development is a next-generation real estate company, joining social purpose with profitability, that creates sustainable projects aligned with key demographic, market, and environmental trends. Zocalo focuses on projects and locations where the demand for green, mixed-use, and mixed-income development outstrips supply and where public policy favors affordable, planet-friendly projects that help residents achieve their aspirations.

### ZOCALO VISION

Zocalo will be known nationally as an industry leader, redefining the real estate development field with an equal drive to social impact and financial success. The Zocalo brand will stand for innovation, integrity, and stewardship, evidenced by our dedication to community engagement, leadership in creating sustainable and better communities, and achievement in both profit and community-benefit goals.

Zocalo will harness the power of systems thinking in our strategy and programming, integrating planning, development, construction, and management to create places of enduring economic value, of social connection and exemplary environmental standards.

Zocalo will demonstrate operational excellence, executing complicated, intentional projects on-time and on-budget, delivering on our partners' financial expectations, and attracting a growing network of investor partners who share our mission and values. Zocalo will be employee-owned, creating a culture of collaboration and the ability to recruit top, national talent.

### POSITION SUMMARY

Lease available apartments to prospects and handle all aspects of customer service to our residents, customers and vendors. Responsible for handling all lease applications, paperwork and details pertaining to the move-in and renewal process.



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### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Conduct all business in accordance with company policies and procedures, Fair Housing, Americans with Disabilities Act, Fair Housing Credit Reporting Act, and all other applicable laws pertaining to property management of apartment communities.

#### **Marketing/Leasing:**

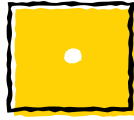
- Maintains a professional, yet friendly atmosphere in the leasing office and other areas where prospective residents and residents meet.
- Inspects models and “market ready” vacancies daily to ensure cleanliness.
- Must be knowledgeable of all phases of leasing and resident relations.
- Actively participate in the social media outreach and website optimization for the community.
- Greets prospective residents, qualifies, determines needs and preferences, and professionally presents community and specific apartments while communicating features and benefits.
- Answers and handles incoming phone calls from prospective new residents, current residents, vendors/suppliers, etc. Transfers calls to Assistant Community Director or Community Director when appropriate.
- Maintains an awareness of local market conditions and trends. Contributes ideas to Community Director or Director of Real Estate for marketing community and improving resident satisfaction.
- Maintains a community specific information book containing brochures and information on all major competition and locations of area/market amenities.
- Project an approachable and professional appearance, manner and demeanor while being mindful of representing the Zocalo brand.

#### **Resident and Vendor Relations:**

- Happy to serve all customers. Maintains positive customer relations attitude.
- Physically inspects community when in building, on grounds, picks up litter and reports and service needs to the maintenance team. Will also inspect move outs and vacancies, as needed.
- Manage effective feedback mechanisms for resident satisfaction and take proactive steps to improve relations and resident satisfaction.
- Assist and participate in social functions at the property and at local venues.
- Work with a high level of integrity, doing the right thing even when no one is looking.

#### **Administration:**

- Responsible for the completion of the guest card information on all prospective residents, sending thank you notes and follow up.
- Responsible for correct completion of all lease applications, application verification and notification of prospective resident of results.
- Responsible for completion of all lease paperwork including related addenda and accepting rents and deposits.
- Updates required reports or software concerning leasing activity, move out notices, etc., on a daily basis, and reports information to the Community Director as requested.



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- Inventories office supplies on a periodic basis. Reports needs to Community Director.
- Attends company meetings when requested.
- Organizes and files all applicable reports, leases and paperwork.
- Prepare weekly, monthly or quarterly leasing market survey and occupancy reports as requested.
- Accepts service requests from residents and routes to maintenance for prompt processing. Conducts service follow up with resident when work is completed.

### **Safety:**

- Be observant and report any problems which could be a hazard or potentially dangerous for residents, team, guests and the public.

### **General:**

- Performs any additional duties assigned by Community Director or Director of Real Estate.
- Training is to be completed within 30-60 days of hire or as requested or required.
- Maintains a professional image through dress and appearance at all times.

### **Community:**

- Participate as Zocalo's representative in organizations such as Apartment Association, Ballpark Neighborhood Organization, Downtown Denver Partnership, Colorado Chapter of the United States Green Building Council and other groups in which Director of Real Estate believes there will be beneficial effect for the leasing associate's knowledge base and on the profitability of the property.

### CORE COMPETENCIES

- Achieve or exceed the closing ratio KPI (30%)
- Achieve or exceed shopping report KPI (80%)
- Assist in the team effort of exception customer service by achieving high scores on Satisfacts surveys of >4 for leasing functions.

### ADDITIONAL REQUIREMENTS

- Working knowledge of principles of Sustainable Construction, energy efficiency, and requirements of LEED buildings.
- Working knowledge of computer software, photocopier, office equipment
- Ability to meet deadlines
- Highly organized, able to multi-task, make schedules, document events. Team player, even tempered, tactful, and appropriately assertive. Informs others of plans, actions, and follows through on commitments.
- Reference verification, a criminal background check and drug test is required. Employment offer is conditional on the favored results of each.



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### EDUCATION AND EXPERIENCE

- HS diploma or equivalent or industry related experience.
- A minimum of three years' experience in property management.
- Must have basic computer knowledge and type 30 wpm.

### MENTAL & PHYSICAL REQUIREMENTS, WORK ENVIRONMENT

#### **Work Hours:**

20-40 hours per week depending on whether the position is part time or full time. Flexible work week is required. Must be available to work the seven days of the week, 52 weeks per year. Weekends are required. If position is full time, position involves work both in the office around the property. There may be periods of extended work hours including evenings and weekends.

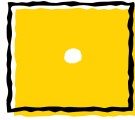
#### **Mental Requirements:**

Must be mentally adaptable and able to react favorably in stressful and potentially confrontational situations. Must be able to communicate well and give clear, consistent instruction to others. Must be able to adapt to novel and varied situations on a daily basis.

#### **Physical Requirements:**

Stand and walk or sit alternatively depending on specific needs of the day. Estimate 50% of time is spent on feet, and 50% is spent sitting at desk.

- Have occasional need (1% to 33% of the time) to perform the following physical activities:
  - Bend/Stoop/Squat – pick up litter, filing
  - Climb Stairs – Show and inspect property
  - Push or Pull – Open and close doors, cabinets
  - Reach Above Shoulder – Retrieve supplies
- Have frequent need (33% to 66% of the time) to perform standing and walking activities related to inspecting and presenting property. Constant need (66% to 100% of the time) to perform the following physical activities:
  - Writing/Typing – Corporate, interoffice, resident communications
  - Grasping/Turning – Telephone, door knob use
  - Finger Dexterity – Operation of office equipment
- Lifting/Carrying (paperwork, deliveries, files, miscellaneous)
  - Over 25 lbs. – Rare need, (less than 1% of the time)
  - 20-25 lbs – Occasional need (1% to 33% of the time)
  - Less than 20 lbs. – Frequent need (33% to 66% of the time)
  - Under 10 lbs. – Constant need (66% to 100% of the time)



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**Vision Requirements:**

Constant need (66% to 100% of the time) to complete forms, read and review reports, wide variety of correspondence, view computer screen. Frequent need to see small detail and view computer screens.

**Hearing Requirements:**

Constant need (66% to 100% of the time) to communicate over telephone and in person with residents, vendors, corporate office team.

**Speaking Requirements:**

Constant Need (66% to 100% of the time) to communicate over telephone and in person.

**Driving/Traveling Requirements:**

Frequent need (33% to 66% of the time) to utilize personal transportation to inspect surrounding neighborhood, make trips to bank, and also visit the corporate office. Must have a valid driver license and automobile insurance.

**Working Environment:**

Indoors (66% to 100% of the time); frequently outdoors, all conditions (33% to 66% of the time). Occasional exposure to caustics, solvents, oils, fumes, flammables, etc. (less than 10% of the time).

**Reasoning Development:**

HIGH. Must be able to apply principals of logical thinking to define problems, collect pertinent data, establish facts, draw valid conclusions, and initiate appropriate course of action. Must convey ideas, images and goals to a diverse group of personalities.