SOLVING VACANCY ISSUES

Is there traffic? *No* *Yes*

Work Items:
- Marketing Plan - review advertising (where, inviting add), signs, balloons, contact service providers, radio?, in other languages
- Rent level
- Signage clear?
- Curb appeal?

Are applications being received? *No* *Yes*

What are the issues:
- Are onsite staff doing a good job of "selling" the unit (friendly, positive, responsive, informed) *("Shop unit"/ Train staff)*
- Is the unit ready and appealing?
- Are the grounds/ buildings in good repair, clean, well lit?
- Is the rent at or below market for the unit size/ amenities and condition? *(research market)*

Are applications being approved? *No* *Yes*

Consider these issues:
- Identify "reasons" for turndowns (are there trends)
- Review screening criteria with property management company
- Institute appeal process
- Consider accepting clients if services/ other support is available
- Revisit marketing plan

Move Ins Prompt? *No* *Yes*

Every day = lost money:
- Prioritize turnovers
- Outsource cleaning
- Housing Authority Inspections

Retention? *No* *Yes*

Diagnosis:
- Tenant surveys?
- Reasons for move outs tracked?
- Reasons for FEDs or 30 day notices tracked
- Rents compared to market?