

[First Last Name]

[City, State] | [email@example.com] | [(555) 555-5555] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Motivated **Leasing Consultant** with [X] years of experience in residential property leasing, resident relations, and occupancy growth. Proven ability to **exceed leasing goals**, deliver exceptional customer service, and maintain detailed, compliant records. Skilled in using [Property Management Software] and [CRM Tools] to streamline leasing workflows and reporting. Adept at building rapport with prospects, managing renewals, and supporting community-wide marketing initiatives.

EXPERIENCE

[Senior Leasing Consultant] | [ABC Residential Communities]

[Month Year] – Present | [City, State]

- Achieved and maintained an average occupancy rate of [XX]% by proactively managing leads, conducting [X–Y] property tours per week, and following up with prospects via [phone/email/text] using [CRM/Lead Management System].
- Increased lease conversions by [XX]% year-over-year by refining tour scripts, implementing a structured follow-up cadence, and leveraging **online leasing tools** and virtual tours for remote prospects.
- Prepared and executed lease agreements, renewals, and addenda in [Property Management Software] while ensuring full compliance with **Fair Housing** regulations and community policies; maintained accurate resident files and reporting for audits.

[Leasing Consultant] | [Sunrise Apartment Homes]

[Month Year] – [Month Year] | [City, State]

- Conducted needs assessments with prospective residents, showcased available units and amenities, and highlighted community value, contributing to the successful lease-up of [XX] new units within [X] months.
- Supported resident retention by coordinating renewal offers, addressing concerns promptly, and partnering with maintenance to resolve service requests, resulting in a [XX]% renewal rate for assigned buildings.
- Collaborated with the property manager to execute **marketing campaigns**, including social media posts, online listing updates, and resident events, increasing qualified traffic by [XX]% compared to the prior period.

EDUCATION

[Associate of Applied Science in Real Estate or Business Administration] | [Community College Name]

[Month Year] – [Month Year] | [City, State]

- Relevant coursework: [Property Management], [Real Estate Principles], [Customer Relations], [Business Communication].

[Certified Apartment Leasing Professional (CALP)] | [Credentialing Organization]

[Month Year] – [Month Year]

- Completed training in **leasing processes**, Fair Housing compliance, resident retention, and sales techniques for multifamily properties.

SKILLS

Leasing & Sales: Prospect qualification, property tours, closing techniques, online leasing platforms, renewal negotiations

Property Management Tools: [Yardi], [RealPage], [AppFolio], [Entrata], [Microsoft Office Suite]

Customer Service: Conflict resolution, resident relations, needs assessment, professional communication (phone, email, in-person)

Compliance & Administration: Fair Housing awareness, lease documentation, record-keeping, application screening coordination

Marketing & Outreach: Online listings management, social media promotion, community events, lead tracking and reporting

Soft Skills: Detail-oriented, organized, dependable, collaborative, strong time management, ability to work in fast-paced environments

PROJECTS

[Occupancy Optimization & Follow-Up Initiative] | [ABC Residential Communities]

[Month Year] – [Month Year]

- Led a focused follow-up project to reduce vacant days by standardizing contact intervals, updating prospect notes in [CRM/Property Management Software], and coordinating with maintenance to ensure units were show-ready.
- Created a simple tracking sheet and weekly summary report for management, resulting in a [XX]-day reduction in average vacancy duration and a measurable improvement in lead-to-lease conversion.

[Community Marketing & Resident Engagement Campaign] | [Sunrise Apartment Homes]

[Month Year] – [Month Year]

- Partnered with the property manager to design and promote resident events, referral incentives, and social media content to enhance community visibility and engagement.
- Monitored attendance, referral activity, and online inquiries, providing recommendations that helped increase qualified traffic and contributed to higher resident satisfaction scores.