



# PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

Screen Title: Welcome		
Audio:	On-screen text:	On-screen graphics/interactions:
Welcome to the Property Management Building Relationships with Residents training. Click on the start button to begin.	Welcome to Property Management Building Relationships with Residents.  Click on the Start button to begin	Animation will show in the background  Title and shape (circle) will be in the middle of the screen  Start button will be underneath the title

Screen Title: Navigation		
Audio:	On-screen text:	On-screen graphics/interactions:
Throughout the course you will see the orange icon located on your screen. Put your mouse over the icon to learn additional information. To advance through the course or to go back, click the Next and Previous buttons located at the bottom of the screen. To the left of your screen is the Menu and at the bottom of the screen is the taskbar, here you can see where you are on the slide, replay, and play the slide. At the bottom of the screen, you also see the speaker icon to adjust the volume for the course.	Navigation <ul style="list-style-type: none"> <li>• Put your mouse over the icon to learn additional information</li> <li>• Click the Next button at the bottom of the screen to advance through the course</li> <li>• Click the PREV button at the bottom of the screen to go back</li> </ul>	Text on left and image on right    Navigation icons next to text. Text and icons will appear on the screen at the same time using an animation.

## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

Screen Title: Course Objectives		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>During this course you will:</p> <ul style="list-style-type: none"> <li>- Recall the principles of building relationships</li> <li>- Recognize how to interact with residents from different cultures</li> <li>- Describe the characteristics of generations in the marketplace</li> <li>- Identify how to interact with prospective or current residents based on generational needs.</li> </ul>	<p>Course Objectives</p> <ul style="list-style-type: none"> <li>• Recall the principles of building relationships</li> <li>• Recognize how to interact with residents from different cultures</li> <li>• Describe the characteristics of generations in the marketplace</li> <li>• Identify how to interact with prospective or current residents based on generational needs.</li> </ul>	<p>Image will appear towards the top of the slide</p>  <p>Objectives will appear on the screen one at a time with an animation. Each objective will appear in a rectangle that covers the length of the screen.</p>

Screen Title: Why Is This Important?		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Story:</p> <p>Maria is helping her best friend Tia look for an apartment. The two are excited about Maria finally moving into her own place. As they research different options online, they narrow their search down to three options and schedule their tours. When they arrive at the leasing office, they overhear current</p>	<p>Why Is This Important?</p> <ul style="list-style-type: none"> <li>• Relationships are directly related to occupancy rates</li> <li>• People do business with personnel who are knowledgeable, professional, enthusiastic, and genuinely care</li> </ul>	<p>Background image of happy people</p> <p>Images will appear on the screen to help relay the story - image of two happy women will appear with animation. Image will disappear and then image of two women looking at the computer will appear.</p> <p>Women/computer image will</p>


## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>residents mention they wished the complex had more opportunities for residents to connect, and how they wished the staff was more accessible and friendly. After waiting 15 minutes past their appointment time, Maria and Tia finally have their tour. Once done they left disappointed because staff was unfriendly, unable to answer their questions, and lacked professionalism.</p> <p>Building relationships in the Property Management field is important because:</p> <ul style="list-style-type: none"> <li>- Relationships are directly related to occupancy rates</li> <li>- People do business with personnel who are knowledgeable, professional, enthusiastic, and genuinely care</li> <li>- And residents who feel connected to the community are less likely to move.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents who feel connected to the community are less likely to move.</li> </ul>	<p>disappear and image of two women waiting will appear will animation. Women waiting will disappear and image of two women looking upset will appear using animation.</p> <p>The first bullet will appear in a colored box from the left of the screen using an animation.</p> <p>The second bullet will appear in a colored box from the right of the screen using an animation.</p> <p>The last bullet will appear in a colored box from the left of the screen using an animation.</p>
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Screen Title: Building Relationship		
Audio:	On-screen text:	On-screen graphics/interactions:


## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>Creating rapport is key to building relationships. Components of building relationships include the ability to:</p> <ul style="list-style-type: none"> <li>- Express a genuine interest</li> <li>- Being open and friendly</li> <li>- Creating a physical rapport</li> <li>- Being an active listener</li> <li>- And seeking agreement.</li> </ul>	<p>Building Relationships</p> <p>Creating rapport is key to building relationships:</p> <ul style="list-style-type: none"> <li>• Express a genuine interest</li> <li>• Be open and friendly</li> <li>• Create physical rapport</li> <li>• Be an active listener</li> <li>• Seek agreement</li> </ul>	<p>Text with an image (related to each bullet) and will appear on the screen with an animation. Repeat for all five components.</p>
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Screen Title: Multicultural Marketplace		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>45% of today's renters are ethnic minorities and 20% were born outside of the United States</p> <p>In property management you and your staff must respect other cultures and be sensitive to their needs. Opportunities to respect other cultures include:</p> <ul style="list-style-type: none"> <li>- Acknowledging anxiety</li> <li>- Communicating clearly</li> <li>- Explaining slowly</li> <li>- Not stereotyping</li> <li>- Choosing vocabulary carefully</li> <li>- Avoiding negative phrasing</li> <li>- And looking for signs of understanding.</li> </ul>	<p>Multicultural Marketplace</p> <p>45% of today's renters are ethnic minorities and 20% were born outside of the United States</p> <p>You and your staff must respect other cultures and be sensitive to their needs.</p> <ul style="list-style-type: none"> <li>• Acknowledge anxiety</li> <li>• Communicate clearly</li> <li>• Explain slowly</li> <li>• Do not stereotype</li> <li>• Choose vocabulary carefully</li> <li>• Avoid negative phrasing</li> <li>• Look for signs of understanding</li> </ul>	<p>Background image</p>  <p>Text inside of a box using an animation will appear inside of the phone. Text will then disappear from the screen. Then each bullet with relevant image will appear on the screen with</p>

## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

	<p>Source – The Joint Center for Housing Studies at Harvard University</p>	<p>animation. The first bullet with image will appear from the left of the screen, the second bullet with image will appear on the right of the screen. Each text and image will appear on the screen alternating sides.</p> <p>Learner will click on the orange book marker to review the source.</p>
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Screen Title: Generations in the Marketplace		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>Click on each button to learn more about each generation.</p> <p>1.7A Veterans Veterans are born between nineteen twenty-six and nineteen forty-five. Veterans (or the silent generation) are hardworking, have willpower, loyal, traditional, and respects authority.</p> <p>1.7B Boomers Boomers are born between nineteen forty-six and nineteen fifty-four. Boomers are self-assured, competitive, goal-centric, resourceful, and disciplined.</p> <p>1.7C Gen X</p>	<p>Generations in the Marketplace</p> <p>Click on each button to learn more about each generation</p> <p>(Button 1) Veterans - Born between 1926-1945 Veterans (or the silent generation) are hardworking, have willpower, loyal, traditional, and respects authority</p> <p>(Button 2) Boomers - Born between 1946-1954 Boomers are self-assured, competitive, goal-centric, resourceful, and disciplined</p> <p>(Button 3) Gen X - Born between 1965-1979</p>	<p>Background image</p>  <p>Each generation will be a button. When the learner clicks on each button the year, characteristics, and image of a person within that generational age group will appear.</p>

## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>Gen Xers are born between nineteen and sixty-five and nineteen and seventy-nine. Gen Xers value independence and work-life value, appreciate informality, are technologically adept, flexible, and highly motivated.</p> <p>1.7D Millennials Millennials are born between nineteen eighty and two thousand. Millennials are open and adapt to change. Have a passion for learning, free-thinking and creative, and value meaningful motivation.</p> <p>1.7E Gen Z Gen Zers are born between two thousand and one and the present. Gen Zers are entrepreneurial, all about technology, enjoys other people, and are competitive.</p>	<p>Gen Xers value independence and work-life value, appreciate informality, are technologically adept, flexible, and highly motivated</p> <p>(Button 4) Millennials - Born between 1980-2000 Millennials are open and adapt to change. Have a passion for learning, free-thinking and creative, and value meaningful motivation</p> <p>(Button 5) Gen Z - Born 2001- present Gen Zers are entrepreneurial, all about technology, enjoys other people, and are competitive</p>	
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Screen Title: Multigenerational Marketplace		
Audio:	On-screen text:	On-screen graphics/interactions:
Click on each icon to learn more.	Multigenerational Marketplace	Background image
1.8A – People tend to do business with people they like.	Click on each icon to learn more.  (Icon 1) People tend to do business with people they like.	

# PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>1.8B – People tend to do business with people who they think are like them. We're similar.</p> <p>1.8C – Therefore to be likeable to your prospect or resident and for them to think that you have things in common, you must understand them.</p> <p>1.8D – Therefore generational perspective has a lot to do with how they view the worlds.</p>	<p>(Icon 2) People tend to do business with people who they think are like them. We're similar.</p> <p>(Icon 3) Therefore, to be likeable to your prospect or resident and for them to think that you have things in common, you must understand them.</p> <p>(Icon 4) Therefore, generational perspective has a lot to do with how they view the worlds.</p>	 <p>Four icons will be on the screen. Each icon will have an arrow separating the icon. The learner will click on the icons to learn about multigenerational attributes in the marketplace.</p>
<p>Screen Title: Generational Interactions</p>		
<p>Audio:</p>	<p>On-screen text:</p>	<p>On-screen graphics/interactions:</p>
<p>When engaging with residents or potential residents who are veterans and boomers. Property Management staff will have to:</p> <ul style="list-style-type: none"> <li>- Show that you are interested</li> <li>- Ask questions</li> <li>- And get to know one another and then enjoy doing business.</li> </ul> <p>Value equals relationship.</p> <p>When engaging with residents or potential residents who are Gen X and</p>	<p>Generational Interactions</p> <p>Veterans and Boomers:</p> <ul style="list-style-type: none"> <li>• Show that you're interested in me</li> <li>• Ask me questions</li> <li>• Let's get to know one another and then we'll enjoy doing business together</li> </ul> <p>Value=Relationship</p>	<p>Each bullet will appear on the left the screen one at a time with an animation. On the right of the screen will be four images in four boxes that represent veterans and boomers.</p> <p>The four images of veterans and boomers will then fade away, the four boxes will remain, and four new images of Gen X and Millennials will appear along with the text for Gen X and Millennials.</p>

## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD


<p>millennials. Property Management staff will have to:</p> <ul style="list-style-type: none"> <li>- Prove that you are good</li> <li>- Prove that you know what you are doing</li> <li>- Gen X and Millennials will want a quick, thorough, and efficient transaction</li> <li>- And after you have proven this, we might get to know one another.</li> </ul> <p>Value equals time.</p>	<p>Gen X and Millennials:</p> <ul style="list-style-type: none"> <li>• Prove that you're good</li> <li>• Prove that you know what you're doing</li> <li>• Want a quick, thorough, and efficient transaction</li> <li>• After you've proven this to me, we might get to know one another</li> </ul> <p>Value=Time</p> <p>Source: Multifamily Housing: The Essential Industry Text</p>	<p>Learner will click on the orange book marker to review the source.</p>
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Screen Title: Scenario		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>In this scenario, Jon is a Boomer who is interested in renting a unit with Kim and her organization. Kim scheduled a meeting with Jon to discuss rental</p>	<p>Scenario</p> <p>Jon is a Boomer who is interested in renting a unit with Kim and her</p>	<p>The scenario will appear on the screen. Then Jon (avatar) with a speech bubble will appear. And then Kim</p>



## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>options, however, Jon only seems interested in getting to learn more about Kim. How should Kim approach this situation?</p> <p>Hi, Kim! Tell me more about how you got involved in property management?</p> <p>Hi, Jon!</p> <p>Select the correct option below.</p> <p>Politely ignore Jon's inquiry and proceed to talk about the different units available.</p> <p>Prove to Jon that you are knowledgeable about rental options in the area.</p> <p>Allow Jon to get to know you before you conduct business.</p>	<p>organization. Kim scheduled a meeting with Jon to discuss rental options, however, Jon only seems interested in getting to learn more about Kim. How should Kim approach this situation?</p> <p>Hi, Kim! Tell me more about how you got involved in property management?</p> <p>Hi, Jon!</p> <p>Select the correct option below.</p> <p>Politely ignore Jon's inquiry and proceed to talk about the different units available. (Sorry! Your answer is incorrect. Try Again)</p> <p>Prove to Jon that you are knowledgeable about rental options in the area. (Sorry! Your answer is incorrect. Try Again)</p> <p>Allow Jon to get to know you before you conduct business. (Congrats! Your answer is correct. Continue)</p>	<p>(avatar) with a speech bubble will appear on the screen.</p> <p>Select the correct option below will appear on the screen.</p> <p>Three options will then appear on the screen one at a time. If the learner selects the incorrect answer a try again button will appear over that option. When the learner selects the correct option a Congrats message will appear, and the learner will click a Continue button to advance through the course.</p>
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Screen Title: Summary		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>We have reached the end of the course. Let's review. After taking this course you should now know:</p> <ul style="list-style-type: none"> <li>- Principles of building rapport with residents.</li> <li>- How to respect and be sensitive to other cultures.</li> <li>- Attributes of generations in the marketplace.</li> <li>- How to effectively interact with different generational groups.</li> </ul>	<p>Summary</p> <p>After taking this course you should now know:</p> <ul style="list-style-type: none"> <li>• Principles of building rapport with residents.</li> <li>• How to respect and be sensitive to other cultures.</li> <li>• Attributes of generations in the marketplace.</li> <li>• How to effectively interact with different generational groups.</li> </ul>	<p>Background image</p>  <p>The first bullet will appear in a colored box from the bottom of the screen using an animation. The other bullets in a colored box will appear on the screen with an animation one at a time.</p>

Screen Title: Quiz		
Audio:	On-screen text:	On-screen graphics/interactions:
<p>It's time for the course quiz. Welcome! There are five questions in this quiz. To</p>	<p>Quiz</p>	<p>Text inside a colored box will be on the screen.</p>

## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>pass the course you must receive at least 80% on the quiz. Good luck! Click the Continue button to begin the quiz. After each quiz question click submit in order to continue to the next question.</p> <p>Quiz Question 1 Please select the best answer. Principles of creating rapport with residents include.</p> <p>Quiz Question 2 Drag and drop the year to the correct generational group.</p> <p>Quiz Question 3 True or false. People like to do business with personnel who are knowledgeable, professional, enthusiastic, and genuinely care.</p> <p>Quiz Question 4 Please select the best answer. In order to respect other cultures and be sensitive to their needs, staff must.</p> <p>Quiz Question 5 True or false. Gen X and Millennials want personnel to show their interest in them, ask them questions, and get to</p>	<p>Welcome to the course quiz!</p> <p>There are five questions in this quiz. To pass the course you must receive at least 80% on the quiz. Good luck!</p> <p>Quiz Question 1 Please select the best answer. Principles of creating rapport with residents include.</p> <ul style="list-style-type: none"> <li>- Expressing a genuine interest and are open and friendly</li> <li>- Creating physical rapport</li> <li>- Being an active listener and seeking agreement</li> <li>- All of the above</li> </ul> <p>Quiz Question 2 Drag and drop the year to the correct generational group.</p>	<p>A Continue button for the user to click will be on the slide.</p> <p>Each quiz question will appear at the top of the screen in a box that expands the width of the screen. Answer options will appear on the screen for each quiz question underneath the question. The learner will be able to retake the quiz and review quiz questions if they get more than one answer incorrect. If they select the incorrect response, the correct answer will be highlighted when the learner reviews the quiz questions at the end of the assessment.</p> <p>Quiz Question 1 Answer: All of the above</p> <p>Quiz Question 2 Answer: Veterans = 1925-1945 Boomers = 1946-1964 Gen X = 1965-1979 Millennials = 1980-2000 Gen Z = 2000-present</p>
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## PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

<p>know one another before doing business.</p> <p>Results</p> <p>Congratulations! You passed the course. Click the next button to continue with the course.</p> <p>Sorry. You did not pass the course. Click the review quiz button to review your incorrect answers. To retake the assessment, click the retake quiz button.</p>	<p>Quiz Question 3 People like to do business with personnel who are knowledgeable, professional, enthusiastic, and genuinely care.</p> <p>Quiz Question 4 Please select the best answer. In order to respect other cultures and be sensitive to their needs, staff must.</p> <p>Quiz Question 5 Gen X and Millennials want personnel to show their interest in them, ask them questions, and get to know one another before doing business.</p> <p>Results</p> <p>Congratulations! You passed the course. Sorry. You did not pass the course. Click the review quiz button to review your incorrect answers. To retake the assessment, click the retake quiz button</p>	<p>Quiz Question 3 Answer: True</p> <p>Quiz Question 4 Answer: Choose vocabulary carefully, not stereotype, and communicate clearly</p> <p>Quiz Question 5 Answer: False</p>
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Screen Title: Thank you		
Audio:	On-screen text:	On-screen graphics/interactions:

PROPERTY MANAGEMENT – BUILDING RELATIONSHIPS STORYBOARD

You have now completed the course.  
Thank you.

Thank you!

Image

