

THE APARTMENT INDUSTRY: IN SEARCH OF NEW TALENT







- ◆ 25 years of industry experience
- ◆ Georgia's 2015 Certified Property Manager of the Year by the Institute of Real Estate Management (IREM)
- ◆ In 2013, Debbie was recognized as one of 75 women changing the face of real estate.



Dr. Debbie Phillips, President

Population

BY 2030

75%

**OF U.S. HOUSEHOLDS WILL
BE CHILDLESS AND
RENTING WILL BE AN
ATTRACTIVE OPTION**

6 MILLION

**NEW RENTERS WILL
ENTER THE MARKET**

Demographics

BY 2020, GEN Y (1980-1990) WILL MAKE UP

42% OF THE WORKFORCE AND

88% PREFER LIVING IN

URBAN SETTINGS WITH SMALLER UNITS

20%

OF THE 55+ AGE COHORT WILL NEED TO
RENT IN THE NEXT DECADE

Apartment Industry Statistics

NATIONWIDE

36 Million
Apartment Residents

\$1.3 Trillion
Economic Contribution

Atlanta Leads
the Industry

12.3 Million
Total Jobs Supported



Georgia Specific Statistics

\$15.2 Billion

**Economic Contribution
To Atlanta Metro**

\$20.6 Billion

**Economic Contribution
To Georgia**

\$10.9 Billion

**Renter Spending
In Atlanta Metro**

209,200

**Total Jobs Supported
In Georgia**

INDUSTRY

DEMAND

vs.

TALENT SHORTAGE

Define Apartment Industry

It's not about selling... Not a complex...



Vendor/ Supplier

Support RPM

**Residential
Property
Management**

Own, Build, Operate

Talent Shortage

80%

OF REPLACEMENT
WORKERS COME FROM
COMPETITION

40-50

YEAR OLDS

CURRENT AVERAGE AGE OF
INDUSTRY EMPLOYEES

15-25k

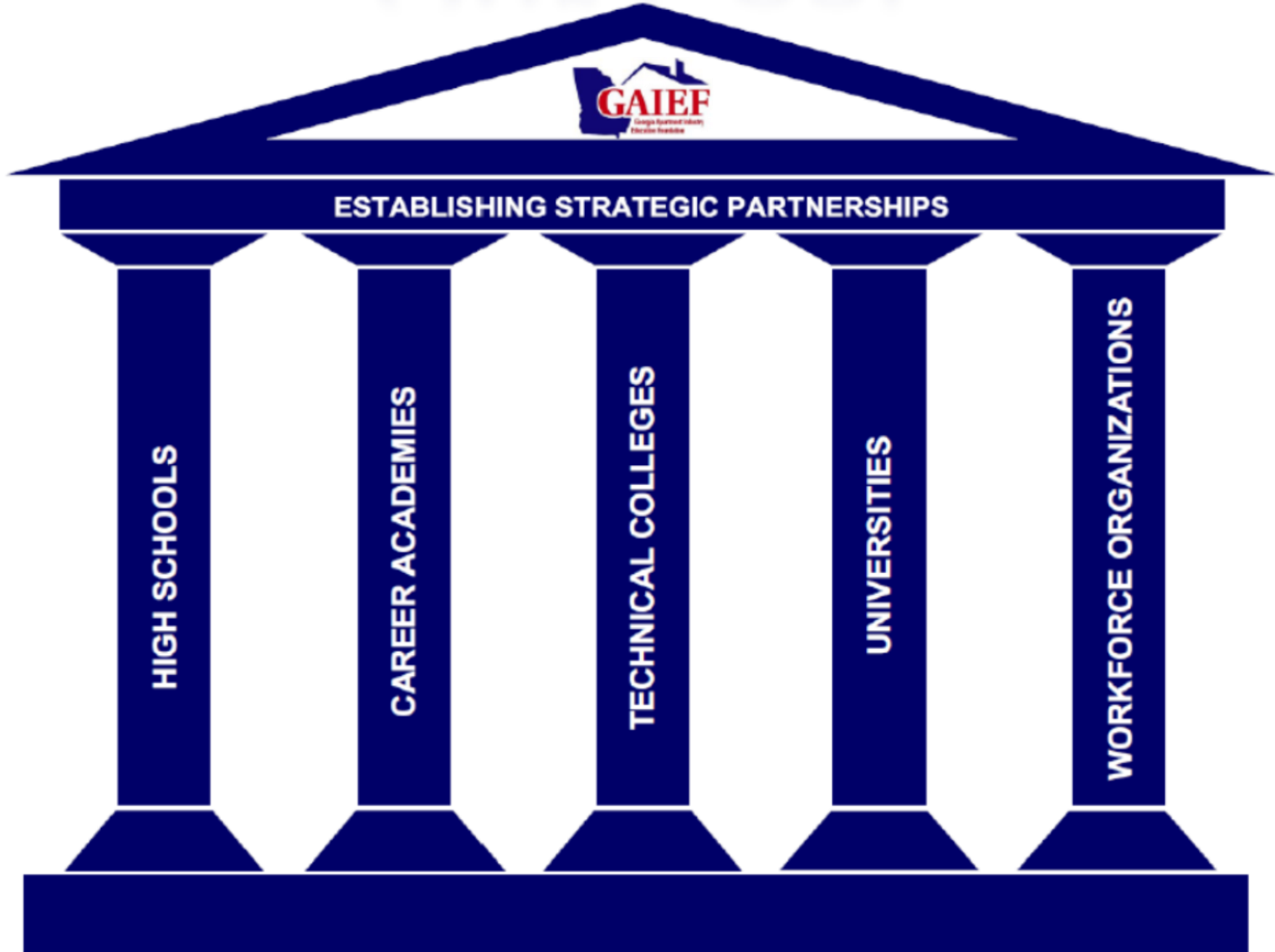
QUALIFIED WORKERS
NEEDED PER YEAR



The Georgia Apartment Industry Education Foundation (GAIEF) has spent the last ten years developing programs to achieve the following objectives:

- 1. Exposure:** To create awareness for our industry and to promote career opportunities.
- 2. Recruitment:** To actively attract qualified talent to our industry.

Our Goal



WALTON COMMUNITIES

Privately Owned

22 locations

21 managers - all started as leasing agents

Promote largely from within

Employee Turnover is 12%

Cares Team (*food coop, single parent program, counseling, book club, cultural enrichment, counseling, kids club*)



Whitney Miller,
Walton at the Chattahoochee

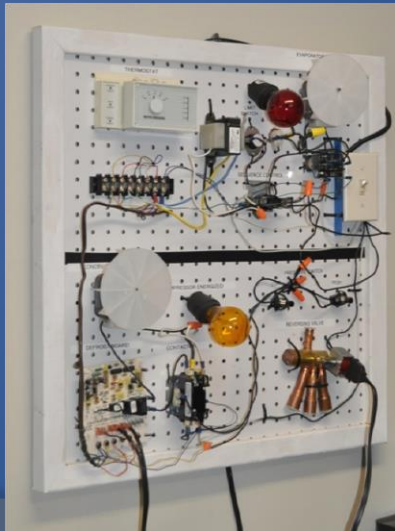


Nancy Blythe & Brenda Russell

WALTON COMMUNITIES

Walton Grove Training Center

- Certifications
- Aspire Program
- Apprenticeship Program



HMI PROPERTIES

Owned by John Inman, GAA President
Simple Easy Living
100 units

Sister properties –
Dalton
Stone Mountain
College Park

94% leased
85% renewal



Ernie Acanfora

POST ALEXANDER

Dave Stockert, President
56 properties

Trademark = Landscape

Employee turnover - 10%

Great resident services

Corporate Clients

Charity – Post Hope

Post sets industry standards

1995 – Public: 90% profits go back to investors





Jack & Ellen Weissman

REDI FLOORS

10 locations, mostly southeastern
Largest warehouse in the nation
Top seller \$9M (industry = \$2M)

PREMIER PLACEMENT



Jack Weissman & Jervivious Riggins

Apartment
Industry
Career
Placement

Interview
300 people
per year



FOR RENT MEDIA SOLUTIONS



Vendor for Apartment Industry
1st to Supply Related Information
From Print to Digital
Full Service Advertising Agency

Whitney Sullender
Nadine Green
Francis Smith
Katie Healy





Mitch Harrison, First Communities
Jamie Teabo, Post Alexander Properties
Patrick Burke, Matrix Residential
Melissa White, Perennial Properties
Tasha Kline, Greystar
Tavia McConnell, Perennial Properties
GAIEF President - Debbie Phillips



Jim Fowler, President
Atlanta Apartment Association



Highlights of Apartment Industry

- Unique Culture
- Relationship Focus
- Employee Engagement
- Large Service Component
- Training Opportunities Within Excellent Compensation, Benefits & Bonus Potential
- Upward Mobility
- 300,000 Available jobs in Georgia



Available Careers

leasing
consultant



maintenance
technician



assistant
community
manager



community
manager



In addition to vendors, suppliers, sales and marketing professionals!

Job Ratio: 2/100

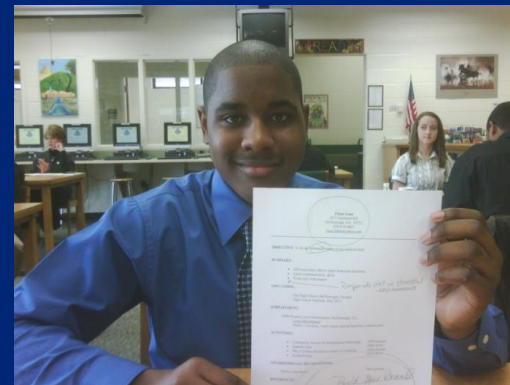
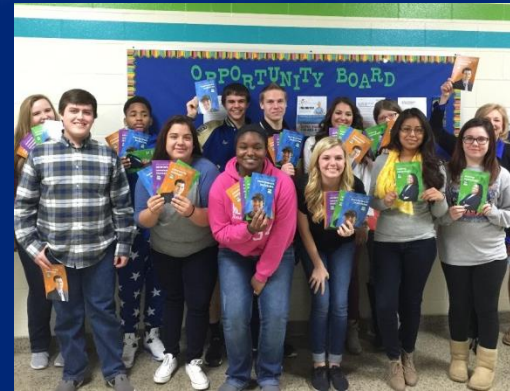
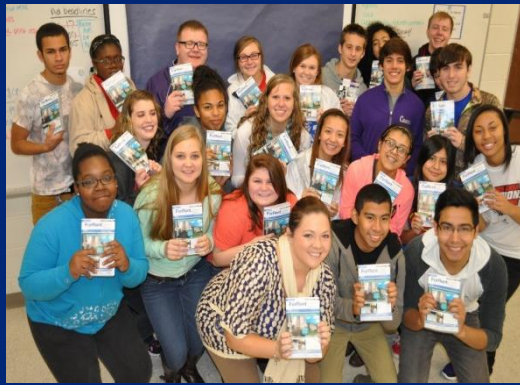
Desired Skill Set:

- Communication Skills are KEY (90%)
- Critical Thinking
- Problem Solvers
- Leadership Skills
- Soft Skills
- Organized / Prioritize
- Financial Literacy
- Background Check
- Conflict Resolution
- Teamwork



Opportunities for Partnership

- Judges for CTSOs
- Career Expo/Day
- Speakers
- Industry Visits
- Project Funding
- Sponsorship
- Purchase SBE Items
- Soft Skills Initiative
- Internships
- Summer Jobs
- Career Start





To every man there comes in his lifetime that special moment when he is figuratively tapped on the shoulder and offered that chance to do a very special thing, unique to him and his talents. What a tragedy if that moment finds him unprepared or unqualified for that work.

-Winston Churchill

THE APARTMENT INDUSTRY: READY TO PARTNER WITH US

