

SUNDAY STAFF ACTIVITY CHECKLIST

1. Morning Setup

- ☐ Arrive early and open the office (lights, music, scents)
- ☐ Walk and prep model units + show-ready apartments
- ☐ Inspect curb appeal and signage (especially near leasing office and models)
- ☐ Review voicemails, texts & emails from the weekend (respond to prospects & residents)

2. Lead Follow-Up & Outreach

- ☐ Call/text/email all leads and missed calls. Re-engage cold leads from CRM
- ☐ Follow up with anyone who toured earlier in the week but didn't apply
- ☐ Contact recently approved applicants about move-in coordination & inspect unit

3. Tours & Leasing

- ☐ Prioritize in-person tours and same-day applications
- ☐ Promote any active Sunday only incentives or limited time offers
- ☐ Provide floorplans, availability, and application info during each tour
- ☐ Log all traffic accurately (with full guest cards)

4. Weekly Admin Tasks

- ☐ Audit guest cards for the past 7-10 days
- ☐ Ensure all move-in documents for previous leases are uploaded and up to date.
- ☐ Log all outreach activities, organize pending move-ins, renewals, notices to vacate

5. Marketing & Planning

- ☐ Review/update monthly marketing calendar (for next month transition)
- ☐ Schedule or post new ads on social media
- ☐ Take fresh photos/videos of available units, model, or amenities

6. Resident Relations

- ☐ Prepare resident birthday cards for the upcoming week/month
- ☐ Plan/update resident event calendar (flyers, emails, RSVP lists)
- ☐ Audit SmartRent
- ☐ Call back work orders for satisfaction of work

7. Personal Organization

- ☐ Review personal leasing goals and traffic-to-lease ratios, listen to scored calls
- ☐ Watch short training video or review Gracehill

8. End-of-Day Wrap-Up

- ☐ Summarize tour & lead activity for leasing manager & lock up model
- ☐ Takedown weekend signs (sandwich boards)

9. Notes:

Signed: _____ Date: _____

Email as daily report and leave on the manager's desk