

IREM® Skill Badge: Customer Service and Renter Loyalty (ISBCSL)

Learn best practices in customer service—how to create an optimal customer experience, when and how to ask for feedback, and how to best respond to complaints. Also, how to use data to enhance the experience and how to create a culture of community-building. All of these insights can lead to increased retention, higher satisfaction levels, and less turnover. In the end, you'll come away with ideas that generate financial success for the resident, your firm, and the owner/investor. All for \$29.

Earning this Skill Badge requires taking the course and passing a 25-question online exam.

Want more retention?

Earn the IREM® Skill Badge:
Customer Service and Renter Loyalty.



After taking the course and passing the exam, you'll earn the IREM Skill Badge: Customer Service and Renter Loyalty to:

- Leverage the impact of renter loyalty
- Think of new ways to increase renter loyalty
- Develop strategies to transform renters to residents
- Leverage best practices for exceptional customer service
- Present the benefits of resident resources to succeed financially

Who is the IREM Skill Badge: Customer Service and Renter Loyalty for?

- Multifamily U.S. and Canadian property managers
- Regional and site managers
- Early to mid-career professionals
- Leaders looking to enhance policy manuals
- NAR Affiliates (SIOR, CCIM, etc.)

Course length:

This course is approximately 2 hours, followed by a 25-question online exam.

Cost:

\$29 / members

Register at bit.ly/ISBCSL



IREM Skill Badge: Customer Service and Renter Loyalty course outline

Lesson/topics	
1. Build renter loyalty	
<ul style="list-style-type: none"> Importance of renter loyalty Create rewarding experiences for renters 	<ul style="list-style-type: none"> Understanding renters Tap into data
2. Move from renter to resident	
<ul style="list-style-type: none"> Measuring success and resident satisfaction Communicate key differentiators 	<ul style="list-style-type: none"> Renters vs. residents Show "we care"
3. Focus on customer service	
<ul style="list-style-type: none"> Identify levels of customer service Create a customer service experience 	<ul style="list-style-type: none"> Respond to complaints Ask for feedback
4. Provide resident resources for financial success	
<ul style="list-style-type: none"> Helping residents succeed financially 	<ul style="list-style-type: none"> Resources for financial success
5. Wrap up	

Prove your expertise with these recommended Skill Badges:



Building DEI

Elevate your property and empower your career with best practices in diversity, equity, and inclusion. Be a DEI champion and support diversity in the workplace.

\$29

Register: bit.ly/ISBDEI

Fair Housing

Property managers need clear policies related to Fair Housing. IREM's Fair Housing Skill Badge provides real-life scenarios to enhance property operations and reduce risk.

\$29

Register: bit.ly/ISBFHS1

Marketing

Marketing is a real estate management tool that helps you position your property to succeed in your marketplace. Learn marketing strategies for all property type – commercial and residential – and build your competencies to help your property flourish.

\$99 Member/

\$129 Non-member

Register: bit.ly/ISBMKG

Building Technology

Learn how technology can increase your team's productivity and elevate the resident-tenant experience. Expand your knowledge on how technology can support your building's operations.

\$99 Member/

\$129 Non-member

Register: bit.ly/ISBTCHS