JULIAN MERCER

LEASING CONSULTANT

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PROFESSIONAL SUMMARY

Leasing Consultant with 5+ years at large apartment communities, converting tours into signed leases and keeping occupancy above 95%. Manages follow-up, applications, renewals, and resident communication in Yardi and RealPage, with strong fair housing knowledge. Delivers warm, accurate service from inquiry to move-in.

PROFESSIONAL EXPERIENCE

Senior Leasing Consultant Jan 2024 - Present
Greystar, San Jose, CA

- Lead leasing for a 410-unit community, closing about 14 new leases a month and holding occupancy at 96%.
- Convert 38% of scheduled tours into applications by qualifying needs by phone and tailoring each tour to the prospect.
- Reduced vacant days between move-out and next move-in from 21 to 15 by pre-leasing units with notice and coordinating make-ready.
- Prepared renewal offers and called residents 90 days ahead, retaining 58% of expiring leases.
- Conducted competitor rent surveys of five nearby communities each month to support pricing recommendations to the regional manager.
- Trained three new consultants on Yardi workflows and Fair Housing Act compliance.
- Built a weekly lead-follow-up cadence of calls, texts, and emails that raised the lead-to-tour rate from 31% to 40%.

Leasing Consultant Mar 2022 - Dec 2023
AvalonBay Communities, Sunnyvale, CA

- Handled inquiries from phone, email, and online listings, and responded to leads in under 30 minutes during business hours.
- Processed 20 to 25 applications a month, verifying income and screening results accurately, with no compliance findings in audits.
- Collected rent and fee payments and reconciled the daily deposit report with the property accountant.
- Coordinated resident events and amenity tours that supported strong online review scores of 4.4 stars.
- Verified rent roll and aging reports with the property manager each week and escalated late payments for early resolution.

Leasing Assistant Jun 2021 - Feb 2022
Equity Residential, Mountain View, CA

- Supported the leasing office with guest cards, lease document preparation, and move-in checklists.
- Followed up with prospects who toured but did not apply, and secured 6 additional leases in six months.
- Entered work orders and answered resident questions, closing the loop with maintenance on every ticket.
- Prepared lease addenda and move-in packets, including parking, pet, and utility paperwork, with no missing signatures on audit.

CORE SKILLS

Lead conversion | Apartment tours and sales | Yardi Voyager | RealPage | Lease preparation and renewals | Application screening | Fair housing compliance | Rent collection | Resident retention | CRM follow-up | Pre-leasing | Social media listings | Conflict resolution

EDUCATION

Associate of Arts in Business Administration, Foothill College, Los Altos Hills, CA

CERTIFICATIONS

National Apartment Leasing Professional (NALP), NAA | CPR and First Aid