

Cambridge *eExchange*

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<http://cresapts.com/eexchange>

Hello Employees!

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Daylight Savings Time ends on November 4th, 2018. As part of this change back to “Standard Time”, please adjust to Winter Office Hours. If you have questions, please consult your Supervisor.

Retain Your Residents!

Holiday Décor Tips

Keeping Fair Housing Act guidelines in mind, listed below are some tips for managers to be mindful of as they decorate for the holiday season:

- ❖ Don't refer to specific religions' holidays: Avoid referring, through words and symbols, to a specific religions' holidays.
- ❖ Use nonreligious decorations: Signs reading “Happy Holidays” or “Enjoy the Season” are sentiments that include all religious affiliations.
- ❖ Throw nonreligious holiday parties: If you want to organize an event, call it a holiday party or winter celebration.
- ❖ Offer equal access to all religions when renting common rooms: If your community has a common room, make sure to accommodate all requests, regardless of religious affiliation. Offers should be made on a first come, first serve basis. Any printed material promoting any event should clearly say that members of all faiths and denominations are invited to all community room events.
- ❖ If managers observe festive decorations being placed on and/or around some of your occupied unit entrances and patios, please remember that we are unable permit any decorations that obstruct access points to the building and/or that interfere with the maintenance of the building and/or the surrounding common area landscape.

Implement a Resident Service Training Program: Train, train, and then **retrain** to **retain** your residents and team members!

Market the Service Program: Marketing should communicate that you provide superior resident service and are interested only in total resident satisfaction.

Handle Resident Complaints Properly: Acknowledge that the resident is upset, listen carefully, assure them you are doing everything possible at that very moment to resolve their complaint...and then resolve the complaint!

Turn Complaints into Additional Leases: Resolve a complaint, and you will have a receptive resident. Not only will they appreciate your interest in them, but they'll probably go out and tell their friends how well and quickly you handled their problem.

High Touch Is More Important Than High-Tech: High-tech may induce people to say “Wow!” but it doesn't get people to care about other people. Your community needs high touch to survive. Stay close to your residents.

Site Photography Reminder

Fall is here! It means that it is time to coordinate some updated photos of your property if any of the following things have occurred since the photos which show on your property's current website.

1. A Paint Job
2. A Major Landscape Remodel
3. Major Common Area Updates
4. An Amazing Interior Remodeling of an Apartment
5. A visible and expensive Capital Improvement that Changes How Your Property Looks to the Public

If any of these items are 'new and improved', it is time to show off the new look via your website. Please drop Dexter an email so we can help coordinate the photographer at dkeyton@cambridgeres.com.

Maintenance: Ice Melt Products

As a reminder, use of any type of chemical ice and/or snow melting products at sites managed by the Cambridge Real Estate Services is strictly prohibited. Our protocol for responding to icy conditions is to generously spread sand or pea gravel on sidewalks.

Please log into the e-Exchange to locate our **winterization prep guide** and encourage maintenance and office staff to review material to ensure your community is prepared for this winter season.

Consult with your supervisor if you have any questions or concerns and log in at <http://cresapts.com/eexchange>