

Leasing & Budget Variance Report – General Manager Report

Step by Step Guide

1. Prepare! Make sure you are free of distractions and have plenty of time to complete this report start to finish without interruptions.
2. Open previous month report and save as "Leasing & Budget Variance Report – General Manager – Property Name – Month Year (June 2018)"
3. Run MOR-GM Report Batch (Reports – Report Batches – MOR-GM)
4. Go to input tab of the report
5. Change Date of Report – Always enter last day of the month (06/30/2018)
6. Change Report Month – 1 through 12 (6 for June and etc.)
7. Occupancy per unit type – Copy current month data and paste into previous month. Clear content in "#Occupied" in current month box.
8. Enter data from "Unit Type Vacancy" report (1st in the batch)
9. Leasing Activity – Copy date in "Current Month" box into "Previous Month" box, clear data from "Current Month" box.
10. Log in to "I Love Leasing" and run "Leasing Agent Summary" report for the entire month reported on (06/01/18 to 06/30/18)
11. Leads – Total number of qualified leads
12. Tours – Total number of tours given
13. Applications – Total number of 'Applied"
14. Approved Applications – Total number of "Leased"
15. Month to Month – Move "Current Month" number into "Prior Month"
16. Use "Month to Month Audit Report" to identify number of MTM residents in the month reporting on (2nd on the list)
17. Do not include leases expiring in the month you are reporting on. For example, if reporting on June activity, only look for leases that have expired before June 1st. Leases expiring in June are not considered MTM until the following month. Count all and enter the number into "Current Month" MTM residents. Review each one for accuracy and make sure MTM fees are being charged.
18. Renewals – Use "Lease Expiration" report (3rd in the batch)
19. Clear all data form the Renewals box.
20. Enter total number of leases on the report in "Lease Expirations" – "Current Month" cell.
21. Enter number of leases into each category applicable. Very helpful to use your Renewal Report or Renewal Binder to help with this task. Note that transfers are considered renewals. You will come across past residents, report on each as to what type of move out it was (skip/lease break, eviction, lease buyout, regular NTV move out or MTM). You can click on each resident and review all history/ledgers/move outs dates to help you identify what

category each should be reported under. Make sure "Total" number matches "Lease Expirations" number.

22. Move Ins & Move Outs – Clear data in "Current Month" and "YTD"
23. Enter Current Month move in and move outs from the "Move In/Move Out" report in the batch (4th on the list)
24. Enter YTD number of move ins and move outs from the second "Move In/Move Out" report in the batch (5th on the list)
25. Controllable Expense – Use "Profit & Loss Budget Comparison" (6th in the batch)
26. You can clear all data from "Current Month" and "YTD" or leave it to review and compare as you go. You can also choose to enter actual and budgeted number in "Current Month" and "YTD" per line, or complete "Current Month" in its entirety and move to "YTD. Try both ways and find most preferable to you method. Please doublecheck Totals in both current month and YTD to make sure your numbers match the report form the batch before moving on.
27. Assets (Capital) – Current Month – Use first "General Ledger" report for the month you are reporting on (7th in your batch) to enter all capital expenses purchased during the month you are reporting on by category. Clear all data from this box first before entering new, otherwise it will be easy to get confused on what belongs there and what doesn't.
28. Assets (Capital) – YTD – Use second "General Ledger" report for YTD (8th in the batch).
29. Note on budgeted numbers in Capital Expenses – Due to the nature of Capital Expenditures in relation to timing of needed purchases, your total early budget is divided by 12 and allocated to each month of the year. Based on the month you are reporting on, your YTD budget will vary depending on the month. Remember in the very beginning you entered the number in "Report Month"? That is what drives your YTD budget number for all Capital expenses. Example : Let's say you had \$20,000 budgeted in carpet replacement for the entire year. So, your approximate dollar amount to spend each month will be \$1,666.66 ($20,000 / 12$). By the end of June your approximate spending should be around or less than \$10,000 ($20,000 / 12 \times 6$). It is your job as a GM to manage yearly budget. You may replace one carpet in January, 3 in February and not replace any in the next several months. As long as you stay within your yearly budget, there is no need to be concerned about being under or below your monthly budget. However, it is very important to stay on track for the year. Our clients (property owners) review and sign budgets and if we are to go over the budget, we are obligated to reach out to the owners and seek approval, especially when it comes to Capital Expenses. Please remember that Capital Expenses are investment activities and it should be entirely up to the owners how much to invest in the property.

30. Go to "Leasing Report" tab and enter your notes in each box.
31. Reasons for Move outs – Explanation is needed for EVERY move out. For Example : 3 job transfers, 1 eviction, 1 purchased home.
32. Marketing – MOR is your and your DM's report card. So it's OK to brag about every and any small and big things you and your team did during the month. Served cookies and coffee for prospects? Great, report on it! Delivered flyers to the neighborhood business, report on it! Every little thing you can think of on how you worked on bettering the reputation of your property, how you helped to spread the word about your property in the community, all that is very important for the owners to know. Continue to brainstorm and find ways to increase your outreach marketing efforts.
33. Promotions – Any promotions ran during the month. Waived application, waived pro-rate and etc. If none, just type "No promotions are needed at this time"
34. Resident Experience – Time to brag again! Any small and big thing you and your team did to increase your resident experience. Birthday cards delivered or emails sent, newsletter delivered, breakfast served, packages delivered, restaurant reservation made for your newest out of town resident, and of course any other planned resident activities. Don't be shy, take credit for all you do to keep your residents happy!
35. Budget Variance Report – Second Tab. Explain all unfavorable variances (negative number or in parenthesis). If the dollar amount of the variance is negative, you have an unfavorable variance and need to explain. Use favorable/unfavorable verbiage every time and do your best to explain why. Don't just say "Unfavorable variance due to the trash expense" Why? Was the bill received late and you ended up paying double the amount? Or did the rate go up? Or maybe you needed a roll of dumpster due to several rehabs happening? The more detailed you are in your explanations, the more professional and dedicated to your property's success you will appear. Some owners do not know you and may never see you. Your monthly MOR is your report card, it is your way to deliver all important information to the owner, our client. If the variance is favorable, just say "Favorable Variance" or of variance is greater than a few hindered dollars, explain why. Being always and greatly under budget is also not a very good thing, and to the owner could be an indication of abandoning the asset or "liquidating".