

Linda Ash

Spring, TX 77380 | (816) 645-2433 | Lash9568@gmail.com

CAREER SUMMARY

Dynamic and results-oriented professional with 15 years of extensive experience in fostering exceptional relationships with clients and colleagues to deliver top-notch Real Estate Leasing Management skills. Outstanding leadership and personnel management abilities complemented by strong expertise in the Real Estate Leasing sector. Demonstrated proficiency in problem-solving and analytical thinking, with a capacity to adjust to changing industry trends. A committed professional equipped with the motivation and skill set to thrive in a fast-paced environment, enhancing a company's capability to boost profits. Proven history of minimizing move-out percentages, increasing the rate of monthly Lead to Lease conversions, and improving occupancy rates. I possess a unique talent for remaining composed under pressure and excelling in active settings. When clients are anxious or upset, I can successfully de-escalate conversations with my calm demeanor.

SKILLS AND STRENGTHS

- **Property Management Software-** I have more than 13 years combined experience with various Property Management Software to accomplish a wide array of tasks such as work order requests, purchase orders and tenant move-in for daily operations in achieving the company goals.
- **Lease Agreement and Interpretation-** I have over 15 years of Lease Agreements, Renewals and Prospective Tenant Application Screening. Combining my multi-tasking and organizational skills I was able to effectively produce accurate and detailed documents with extraordinary accuracy to meet the deadlines required.
- **Microsoft Office Proficient-** I can perform several tasks with Microsoft Office that help me to achieve the goals of the company.
- **Leasing and Sales-** I have over 20 years in sales and 15 years in leasing. Combining my sales and leasing skills experience has allowed me to achieve my accomplishments of Lead to Lease percentage improvement, reduced vacancy and increase in occupancy percentage.
- **Regulatory Compliance and Fair Housing Laws-** I keep informed of any current state and local Fair Housing and Regulatory Compliance Laws.
- **Interpersonal Communication Skills-** My Active Listening Skills established my quick rapport with Prospective Residents which contributed to increase in occupancy rate. Professionally and adequately communicating with vendors, team members, maintenance staff and residents drove up the lease renewal rate.

- **Problem Solving and Conflict Resolution** – I have effectively used my Problem-Solving and Conflict Resolution Skills to resolve resident issues while using active listening skills to determine the best course of action, which resulted in an improvement to move out percentage.
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PROFESSIONAL ACCOMPLISHMENTS

- Achieving ongoing 90% or higher QA scores on calls, contributing to the improvement of the teams Metrics goals.
 - Implemented business strategies that reduced vacancies by 27% maximizing property occupancy and revenue.
 - Increased occupancy by 35% by proactively responding to leads and implementing marketing initiatives.
 - Diagnosing a potentially costly network issue saving the company \$5000 in installation costs.
 - Consistently exceeding monthly metrics by 20% of the standard.
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Professional Experience

Working Solution/A Place For Mom, Kansas City, MO, Senior Welcome Advisor, 01/2025-Present

- Engage with prospective residents and their families to assess their needs, preferences, and budgets. Provide personalized recommendations for suitable senior living options.
- Educate clients about different types of senior living arrangements, including independent living, assisted living, and memory care. Offer insights into services, amenities, and community culture.
- Set Comprehensive tours of senior living communities, highlighting features, benefits, and activities that align with the client's interests and lifestyle.
- Develop and maintain strong relationships with clients, families and referral resources, fostering trust and open communication throughout the decision-making process.
- Provide ongoing support and follow-up with clients to answer questions and assist with the transition process, ensuring a smooth and positive experience.
- Stay informed about local senior living options, industry trends, and competitor offerings to provide clients with accurate and relevant information.
- Maintain accurate records of client interactions, preferences, and follow-ups in the CRM system. Prepare reports for management on sales activities and client feedback.
- Participate in Company events and educational seminars to stay informed in senior living communities in the market.

Working Solutions/A Place For Mom, Kansas City, MO, Senior Resource Coordinator, 07/2022-Present

- Conduct outbound calls through the outreach program to re-engage with prospective customers, bolstering customer engagement and satisfaction.

- Adhere to a comprehensive eligibility process to accurately qualify families for community Living.
- Provide efficient and effective support to ensure families receive necessary assistance in a timely manner.

Keys To Your Home, LLC, Kanas City, MO, Leasing Manager, 12/2009-09/2024

- Oversaw daily residential property operations to maintain optimal tenant satisfaction and property functionality.
- Implemented business strategies that reduced vacancies by 27%, maximizing property occupancy and revenue.
- Implemented business strategies that enhanced occupancy rate and maximized property revenue.
- Conducted comprehensive reviews of rental applications to uphold high leasing standards and ensure accuracy.
- Manage annual budget preparation, maintenance coordination and work order oversight to ensure efficient property management and cost control.

Office Pride Commercial Cleaning Services, Kansas City, MO, Janitorial Porter, 12/2020-06/2023

- Enhanced team productivity and morale by fostering positive relationships and providing development coaching.
- Ensured system accuracy by maintaining records, resolving discrepancies and completing essential documentation.
- Streamlined workflows and optimized resource utilization through the integration of process improvements.
- Improved retention rates and customer satisfaction by developing and implementing effective policies and procedures

Working Solutions/Hy-Vee, Kanas City, MO, Customer Service Representative, 10/2023-12/2023

- Delivered exceptional customer service through articulate verbal and written communication, ensuring customer satisfaction and clarity in resolving inquiries.
- Exhibited strong problem-solving abilities to navigate complex customer issues, effectively employing available tools and resources to provide timely solutions.
- Enhanced customer engagement by educating them on program benefits, thereby improving their overall experience with the brand.

Collabra Group, Kansas City, MO, Securities Operations Representative, 11/2021-02/2022

- Ensured meticulous review and processing of sensitive documents, maintaining strict compliance with regulatory standards.
- Managed the distribution of cash and assets from deceased individual retirement accounts (IRAs) to designated beneficiaries, ensuring efficient and accurate resolution of service requests.
- Conducted comprehensive compliance checks on client paperwork, provided timely follow -ups with Financial Advisors(FAs) and Client Associates (CAs) and leveraged analytical and technical skills to enhance documentation submission process.

VOLUNTEER EXPERIENCE

Children's Mercy Hospital

T.A.P.P Program Participant

I have worked in collaboration with Children's Mercy Hospital in promoting the T.A.P.P Asthma Action Plan program. I am an advocate for children with asthma. I had personally won the battle to eliminate smoking in all daycare homes in Missouri by meeting with local and state representatives to educate them on the tremendous effects of second- hand smoke on the most vulnerable, our children. I have worked closely with the Asthma and Allergy Foundation and many doctors to assist in this goal.