Why Anchor Property Management Makes Leasing Its Most Important Position

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In the multifamily industry, staffing structures have remained largely unchanged for decades. Walk into most apartment communities and you'll find a familiar hierarchy: the property manager sits at the top of the onsite team, followed by leasing consultants, with regional managers overseeing multiple assets. Leasing positions are often viewed as entry-level roles and stepping stones to management.

At Anchor Property Management, we've never believed that model makes sense. Leasing drives occupancy, occupancy drives revenue, and revenue drives property performance.

The Industry's Traditional Approach
Many management companies view leasing as an entry-level position. Compensation is lower, turnover is higher, and high-performing leasing agents are often promoted out of leasing. This places some of the least experienced personnel in charge of converting prospects into residents.

Why We View Leasing Differently
Anchor Property Management views leasing as the most important position within the organization. A strong leasing professional influences occupancy, rental revenue, resident retention, turnover management, marketing effectiveness, prospect conversion rates, and overall property performance.

Rather than using leasing as the first rung on a career ladder, we treat it as a specialized revenue-generating position and compensate it accordingly.

Rethinking Staffing for Multiple Communities
A traditional model might staff a 300-unit community with one property manager and two leasing agents, while a nearby 175-unit community would have one property manager and one leasing agent. Anchor would instead place one property manager at each community and one highly compensated Senior Leasing Director over both properties.

Traditional Organizational Structure
Regional Manager
|- Property Manager (300 Units)
| |- Leasing Agent
| |- Leasing Agent
|- Property Manager (175 Units)
|- Leasing Agent

Staffing: 1 Regional Manager, 2 Property Managers, 3 Leasing Agents.

Anchor Organizational Structure
Senior Leasing Director
|- Property Manager (300 Units)
|- Property Manager (175 Units)

Staffing: 1 Senior Leasing Director, 2 Property Managers.

More Than Leasing
The Senior Leasing Director handles calls, emails, tours, lead management, and follow-up. In addition, they oversee turnover activity, rent-ready schedules, make-ready quality control, accounts

payable review, and portfolio-wide operational consistency.

Built-In Regional Oversight
Because this person works across multiple properties, they gain visibility into leasing performance, staff execution, turnover timelines, and operating compliance. Anchor believes this delivers many of the benefits traditionally expected from a regional manager while remaining deeply connected to revenue-generating activities.

The Financial Advantage
In many markets, a leasing agent earns approximately $50,000 annually. Under the traditional structure above, three leasing agents create approximately $150,000 in annual leasing payroll expense.

Anchor believes it can attract a substantially more skilled professional by paying $100,000 to $125,000 annually for a Senior Leasing Director. Even at the higher end of that range, payroll costs may be $25,000 to $50,000 lower than employing three separate leasing agents.

Traditional Leasing Payroll: $150,000
Anchor Leasing Payroll: $100,000 - $125,000
Potential Savings: $25,000 - $50,000 annually

Why Owners Should Care
A stronger leasing professional can improve occupancy, prospect conversion, follow-up consistency, and turnover execution. Even a modest occupancy increase across a combined 475-unit portfolio can generate substantial additional revenue while reducing vacancy loss.

Better Talent Through Better Compensation
When leasing becomes one of the highest-paid positions within the organization, it attracts stronger sales professionals, better communicators, and more experienced operators capable of driving occupancy and revenue growth.

Final Thoughts
The multifamily industry has long treated leasing as a stepping-stone position. Anchor Property Management believes leasing should be a leadership role because it has the greatest direct impact on occupancy and revenue. By elevating leasing and combining it with portfolio oversight, turnover accountability, and accounts payable review, owners can achieve stronger performance while maintaining similar or lower staffing costs.