

# Speaker Talking Points:

## Technical Schools Student Presentation

### Welcome and Introduction

- Introduce yourself and your connection to TAA, local association and/or a member company
- Explain that you support apartment communities across Texas.
- Tell how you started in this industry – share a quick origin story: first job, unexpected path, or “I didn’t plan this” moment
- Explain that you are there to show them career options you wish someone had shown you.

### Slide 1 – Build Your Future

- Today is about turning hands-on talent into a career – not just a job – in the Texas apartment Industry.
- You’ll leave knowing your options, what multifamily looks like, real pay ranges and exactly how to land interviews.
- “Let’s start with where your skills can take you.”

### Slide 2 – Where Can Your Skills Take You?.

- Your skills are in demand everywhere -the question is which path gives you the best stability, growth and quality of life!
- Let’s compare paths and then Zoom in why multifamily may be the best for you.

### Slide 3 – Three Paths for Maintenance Pros

- Contractor Work: You’re your own business – there is freedom and variety, but you hustle for every job, income can swing, and the benefits are on you.
- Facilities/Commercial: Hospitals and office towers are steady environments but can often involve overnight shifts, slower advancement and more layers of approval.

### **Slide 3 (cont.)**

- Multifamily: Apartment communities have a consistent workload, a built-in career ladder, day-to-day resident, and Texas demand is booming!

All three are legitimate – so why are so many techs choosing multifamily in Texas?

### **Slide 4 – 3 Different Paths – But Texans are Choosing Multifamily?**

- While there isn't a single "right" path but more than 75,000+ Texans have already picked multifamily.
- Let's see what is fueling that choice right now? What are some things that you think make a great place to live – the people, the design, or the amenities?
- You've seen this industry your whole life – you just didn't see it as a career.
- Emphasize: Opportunity doesn't always look obvious at first.
- Set up the reveal of the Texas rental housing industry.

### **Slide 5 – Texas By The Numbers**

- Texas has 2.4M apartments across the major markets – Dallas/Fort Worth, Austin, Houston, and San Antonio..
- 1,500 people move to Texas every day, and properties are hiring!
- There is a constant demand for maintenance talent! There are real roles open right now!
- Offers tremendous opportunities for a thriving career.
- Lots of variety: no two days look the same.
- Stress: these are real careers, not just "jobs."

### **Slide 6 – Let's Look at the Benefits**

- Live where you work: Free or discounted rent can save you a tremendous amount – like an instant raise!
- Full Benefits: Healthcare, PTO, and bonuses often start on day one.
- Clear Ladder – There is a clear career path for you! While roles are changing, they might look like Make-Ready → Tech → Lead → Supervisor → Regional. There is so much room for growth!

## Slide 6 – Let’s Look at the Benefits (Cont)

- Paid Training: Companies sponsor EPA 608, HVAC and CAMT certifications.
- Full Benefits: Healthcare, PTO, and bonuses often start on day one.
- Make an Impact: You’re helping families love where they live!

## Slide 7 – Real Story: Coby Racine

- 2021: Coby was driving trucks for Coca-Cola – long days without a clear advancement plan..
- His brother was going through a program with Work Texas and he encouraged Coby to sign up for the next class and apprenticeship program. He was then hired as a maintenance Tech in Houston.
- 2023 he was promoted; 2024 promoted again and moved to Dallas supporting multiple properties.
- 3 years. 2 promotions. 2 cities. Zero degrees.

## Slide 8 – Can I Actually Move Up?

- Every company is different but these are averages in Texas.
- Entry Level Tech: \$42k → Intermediate (2–3 yrs): \$52K → Lead/HVAC: \$60K → Supervisor: \$70K → Regional Director: \$92K
- Typical timeline from entry to Director: 7-10 years. Your pace can be faster with certifications and a strong work ethic.
- Again, these are average Texas figures – actual offers vary by market, portfolio size and on-call duties.

## Slide 9 – What Does a Typical Day Look Like?

- It’s helpful to understand what a typical day look like AND that there is no typical day!
- 8:00 AM: Clock in, scan work orders – fix a leak in Building C; check AC in unit 204 before Friday move-in.
- 10:30 AM: Make-ready support in Unit 118 – paint touch-ups, test appliances.

## Slide 9 – What Does a Typical Day Look Like? (Cont.)

- 12:00 PM: Team lunch—share tips, plan the afternoon.
- 1:00 PM: Quick emergency—running toilet.
- 3:00 PM: Install a dishwasher in Unit 312; meet the incoming resident.
- 4:30 PM: Close out tickets, restock tools, clock out. And yes—no two days are the same.
- Optional audience prompt: “Which parts of that day sound most interesting to you?”

## Slide 10 – What’s Next?

- Step 1: Find Your Fit — Take the 2-minute quiz: [roomtogrowth.org/jobs/#quiz](https://roomtogrowth.org/jobs/#quiz) to match roles to your strengths.
- Step 2: Browse Real Jobs — Go to [careers.taa.org](https://careers.taa.org) and filter by city, company, and role.
- Connect Locally: Your local apartment association can introduce you directly to hiring managers.

## Slide 11

- Bottom line: You’ve got the skills. You’ve seen the paths. Now pick the one that actually goes somewhere!
- Resources: [roomtogrowth.org](https://roomtogrowth.org) and [taaef@taa.org](mailto:taaef@taa.org) and local association contact information.