

**LIVE HERE.
WORK HERE.**

Implementation Guide

Turning Resident Familiarity into Career Awareness

Why Live Here, Work Here. Works?

TAAEF workforce research found that individuals who are familiar with apartment communities and understand what apartment living is like are more than 30% more likely to be interested in an apartment industry career.

Residents already:

- Know the community
- Interact with onsite teams
- Understand apartment living
- Experience the impact apartment professionals have on residents' lives

Live Here, Work Here provides apartment operators with ready-to-use tools and resources to turn that awareness into interest and opportunity.

Getting Started

Live Here, Work Here is designed to be flexible. You do not need to complete every activity in this toolkit to participate.

Choose the tactics that fit your team's capacity and incorporate them into existing daily, weekly, or monthly routines. Whether you start with a flyer, resident email, social media post, or hiring event, every effort helps increase awareness of apartment careers.

The goal is progress, not perfection.

Designate a Program Champion

Successful programs often have one person responsible for keeping the initiative visible. This may be any team member who enjoys organizing and promoting initiatives.

Program Champion Responsibilities:

- Share materials
- Promote opportunities
- Encourage participation
- Verify QR codes and links
- Track activity and outcomes
- Celebrate successes

The Program Champion does not need to manage hiring decisions. Their role is simply to keep the initiative visible and moving forward.

Suggested 3-Week Activation Plan

The Live Here, Work Here framework follows a simple progression:

Awareness > Interest > Action > Follow-Up

Week 1: Create Awareness

Help residents understand that apartment careers exist.

Choose one or more:

- Post a Work Where You Live flyer
- Add digital signage
- Send a resident email
- Add a career awareness piece to move-in packets
- Share a career awareness social media post
- Use package pickup inserts or maintenance leave-behind cards

Week 2: Build Interest

Help residents picture themselves in the industry.

Choose one or more:

- Feature an employee success story
- Highlight a career pathway
- Share a Meet the Team post
- Share Day-in-the-Life content
- Promote industry benefits and opportunities for growth

Week 3: Encourage Action

Make it easy for interested residents to take the next step.

Choose one or more:

- Promote current openings
- Host a hiring event
- Promote referral opportunities
- Include QR codes on materials
- Encourage conversations with onsite team members

Ongoing: Follow Up Fast

Respond to applicants, referrals, and expressions of interest within 48–72 hours whenever possible. Timely follow-up helps keep interested candidates engaged and moving through the hiring process.

Remember: Every effort helps increase awareness of apartment careers.
The goal is progress, not perfection.