Delphine Okafor-Marsh

Leasing Consultant

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SUMMARY

Leasing consultant with 4 years in multifamily communities, including a 312-unit lease-up. Convert 38% of tours to signed leases against a portfolio average of 27%, and helped lift renewal rate from 49% to 61%. Fluent in Yardi Voyager, RentCafe and Knock CRM, with fair housing training renewed every year.

EXPERIENCE

Senior Leasing Consultant — The Ashby at Southpark

Charlotte, NC · May 2023 – Present

- Signed 141 new leases during the lease-up of a 312-unit community, helping reach 95% occupancy 4 months ahead of the owner's target.
- Convert 38% of in-person and virtual tours into signed leases, the highest rate among 6 consultants at 3 sister properties.
- Respond to online leads in a median of 9 minutes during office hours using Knock CRM, up from a 2-hour average before I set up templates.
- Ran a 90-day renewal outreach plan with move-in anniversaries and service follow-ups, lifting renewal rate from 49% to 61%.
- Screen about 30 applications a month in Yardi for income, credit and rental history, with zero fair housing complaints in 3 years.

Leasing Consultant — Briar Glen Apartments

Matthews, NC · Aug 2021 – Apr 2023

- Gave 50-60 tours a month at a 220-unit stabilized community and signed an average of 14 leases monthly.
- Cut average days vacant from 31 to 19 by coordinating make-ready schedules with the maintenance team each week.
- Collected 98% of rent by the 5th of each month through reminder texts and payment-plan conversations.

SKILLS

Leasing: Tours (in person, self-guided, virtual), lead follow-up, application screening, lease signing

Resident relations: Renewals, move-in and move-out, complaint resolution, resident events

Software: Yardi Voyager, RentCafe, Knock CRM, Entrata, AppFolio, Microsoft Excel

Compliance: Fair Housing Act, lease addenda, deposit rules, income verification

CERTIFICATIONS

NAA Certified Apartment Leasing Professional (CALP), 2022

Fair Housing training, renewed 2026

EDUCATION

B.A. Communication Studies, UNC Charlotte, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.