



CHECKLIST + RELATIONSHIP LOG

The Neighborhood Opportunity Checklist

Find the leasing opportunities hiding in plain sight.

Most communities are surrounded by people who could become residents, refer residents or help residents feel at home: nearby employers, neighborhood businesses, schools and organizations. This tool helps a team discover those relationships, qualify the most promising ones, assign an owner to each and follow through over thirty days.

HOW TO USE IT

- ☐ Page 2: walk and research the four circles around the property.
- ☐ Page 3: log every relationship with an owner and a next step.
- ☐ Page 4: run a realistic 30-day outreach plan and record results.
- ☐ Review the log in your weekly team meeting.

MADE FOR

Community managers, leasing managers and leasing professionals. Allow about 90 minutes for discovery, then 15 minutes a week.

Property

Prepared by

Start date

Review date

1 · Discover the four circles

Work outward from the property. Check each item once you have actually done it, and note what you learned. A short, specific note is more useful than a long list of names.

Circle / task	What we learned
Residents	
☐ Review where current residents work (top five employers).	
☐ Ask five recent renewals why they stayed.	
☐ Note residents who already refer friends or coworkers.	
Nearby employers	
☐ List employers within a 15-minute drive.	
☐ Identify the person who welcomes new hires at each.	
☐ Note hiring, relocation or new-shift activity.	
Neighborhood businesses	
☐ Walk to the cafés, shops and services residents use.	
☐ Introduce yourself to three owners or managers.	
☐ Note community boards, events or newcomer questions.	
Broader community	
☐ List schools, hospitals, universities and civic groups.	
☐ Find one local event or cause the team genuinely supports.	
☐ Note any organization that helps people relocate.	

QUALIFY BEFORE YOU REACH OUT

For each opportunity, ask three questions. Fit: could people here realistically live at our community? Access: do we know who to talk to? Value: can we offer something genuinely useful to them, not just a pitch? Prioritize the opportunities that score yes on all three.

2 · Relationship log

One row per relationship. Every row needs an owner and a dated next step. Status key: N new · C contacted · M met · A active · P paused.

Organization	Contact name & role	Phone / email	Opportunity	Owner	Next step	Due	Status

3 · Your 30-day outreach plan

Small and consistent beats large and occasional. Assign each task, then record the date it was completed.

Task	Owner	Done (date)
Week 1 · Prepare		
☐ Finish the four-circle discovery on page 2.		
☐ Choose the five most promising opportunities.		
☐ Prepare a one-page neighborhood guide (commutes, groceries, parks, childcare).		
Week 2 · Introduce		
☐ Make in-person introductions at two or three priorities.		
☐ Ask what their employees or customers need when they relocate.		
☐ Log every conversation and next step on page 3.		
Week 3 · Be useful		
☐ Deliver something helpful: the guide, an answer, a resident welcome partnership.		
☐ Follow up on every open next step.		
☐ Share what you are learning with the full team.		
Week 4 · Review		
☐ Count inquiries, tours and leases connected to these relationships.		
☐ Decide which relationships to continue, pause or deepen.		
☐ Set the next 30 days' priorities.		

Results at day 30	Inquiries	Tours	Leases	Notes
From these relationships				

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