

Katie Rigsby, CAPS
President, Katie Rigsby Inspires, LLC
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Qualifications

I have worked in residential property management since 2000 as a Leasing Professional, Property Manager, Multi-site Supervisor and as the Senior Executive of a portfolio consisting of 3,000 units, shopping centers, hotels, a multi-million-dollar budget and nearly 200 employees. I have obtained the Certified Apartment Portfolio Supervisor, the Certified Apartment Manager and the National Apartment Leasing Professional credentials from the National Apartment Association where I am currently a member in good standing. I have experience with disaster recovery and crisis management (Hurricanes Katrina, Rita, Gustav, Fire, Death, etc.) and have assisted with the development and implementation of property management policies and procedures. Now, I am the President of Katie Rigsby Inspires, LLC where I provide consulting services, keynote speeches, corporate training and facilitation services for organizations nationwide. I provide written content on an array of topics relating to sales, marketing, and Fair Housing to various industry publications. I am active in the Apartment Association of Greater New Orleans where I served on the Board of Directors beginning in 2007, held an officer's position from 2009-2015 serving as President in 2013 and 2014 and have chaired various committees. I am a faculty member of the National Apartment Association Education Institute and a licensed Louisiana Realtor.

Professional Experience

January 2016-
Present

KATIE RIGSBY INSPIRES, LLC- Metairie, La

Consultant, Keynote Speaker, Corporate Educator, Facilitator

- Work with organizations to train sales teams, improve employee morale, develop leaders, increase occupancy and ROI
- Develop inspirational presentations and educational training sessions
- Deliver speeches that are engaging and elicit change.
- Provide seminars, facilitate educational courses and provide continuing education to the Multifamily industry
- Present at conferences, seminars, and workshops locally, nationally, or over via webinar.
- Conduct careful research so that accurate and up-to-date information is presented.
- Analyze the demographics and characteristics of each anticipated audience and tailor speeches accordingly
- Schedule all bookings, communicate with clients

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- Create marketing and promotional materials
- Create and use videos as creative follow up and session promotion
- Maintain company accounting records
- Manage organizational budget

June 2016-
Present

NAA EDUCATION INSTITUTE- Arlington, VA

Faculty Member

- NAAEI Advanced Instructor
- Maintain industry designations
- Provide 12 hours of classroom or electronic instruction annually for a state or local NAA-affiliated apartment association
- Facilitate the NAAEI credential courses such as CAPS, CAM, CAS, or NALP

March 2016-
Present

BURK BROKERAGE- New Orleans, La

Realtor

- Provide guidance and assist sellers and buyers in marketing and purchasing property for the right price under the best terms
- Determine clients' needs and financial abilities to propose solutions that suit them
- Intermediate negotiation processes, consult clients on market conditions, prices, mortgages, legal requirements and related matters, ensuring a fair and honest dealing
- Perform comparative market analysis to estimate properties' value
- Display and market real property to possible buyers
- Prepare necessary paperwork (contracts, leases, etc)
- Maintain and update listings of available properties
- Cooperate with appraisers, escrow companies, lenders and home inspectors
- Develop networks and cooperate with attorneys, mortgage lenders and contractors
- Promote sales through advertisements, open houses and listing services
- Remain knowledgeable about real estate markets and best practices

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April 2017-
2023

RENT & RETAIN MAGAZINE- Coronado, CA
Paid Contributor/Writer

- Provide 4 to 6 pages of sales related content for each issue
- Research trends, studies and statistics to support content
- Responsible for finding additional authors to contribute content
- Work with a team of designers and editors to provide readers with informative, usable content

December 2000-
October 2015

APARTMENT HOMES BY TONTI- Metairie, La
General Manager, February 2014- October 2015

Fully responsible and accountable for the overall operation and management of a property management portfolio consisting of 3,000 conventional apartment homes, two shopping centers and two hotels. Worked with the owner to set the company's overall strategic direction and priorities, and monitor the performance of the company as well as the performance of each project.

- Guide, direct and lead the Management Team
- Provide the required linkage between the owner and the Management Team, and provide them with adequate information to carry out their responsibilities.
- Provide advice, guidance, direction, and authorization to the Management Team to carry out major plans and procedures, consistent with established policies.
- Assist the owner in setting strategic goals, objectives, budgets, policies, and procedures to enhance its market share, profitability and return on investment.
- Conduct a strategic review of performance on a regular basis to determine whether the company is meeting its short-and long-term objectives (increase in profits, increase in market share, return on investment, etc).
- Set departments' high-level goals, objectives and plans and work with them on attaining such goals by closely monitoring their operations.
- Review the operating results of the company & compare them to established objectives and goals, and follow-up to ensure appropriate measures are taken to correct unsatisfactory results.
- Establish and maintain an effective system of communications throughout the company to ensure that the responsibilities,

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authorities, and accountabilities of all personnel are clearly defined and understood.

- Periodically review and check the performance of the Management Team and recommend remedial action and improvements.
- Promote the companies direction and momentum, its business performance, the positive external impact, internal business climate, people and services.
- Act as the principal public relations officer of the company and represent them with major customers, government entities, the financial community, and the public.
- Ensure development of an effective organizational structure and the promotion of a positive internal climate in which management development for succession is nurtured.
- Delegate some responsibilities to appropriate personnel in order to ensure smooth running of the company.
- Conduct annual performance appraisal for all personnel and recommend salary adjustments, rewards and promotions.
- Monitor the adherence of employees to guidelines, policies and procedures.
- Recruit, develop, manage and motivate personnel.
- Directly report to owner regarding all aspects of the company

Multi-site Supervisor, September 2009- February 2014

Assist in the development and monitoring of company policies and procedures related to property management; responsible for recruitment, training, development, and supervision of Property Managers, and shares responsibility for maintaining the physical asset and performance of assigned properties. Includes assisting the General Manager and other supervisors with special projects as needed.

- Establish and coordinate a communication system involving transaction and activities among Property Managers and the Main Office.
- Hire, train, supervise, develop, and terminate the employment of those supervised in accordance with company policies and directives.
- Assist Property Managers with site-level employees.
- Approve all new hires, status changes, and terminations for on-site personnel.

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- Monitor, assist, and make recommendations to improve marketing activities
- Review occupancy status
- Recommend rent schedules.
- Review/audit property administrative, accounting, and maintenance areas to ensure compliance with established policies and procedures and approve all exceptions of same
- Resolve resident relation issues
- Inspect properties to ensure the highest standards are maintained
- Evaluate maintenance, grounds, and housekeeping operations in areas of efficiency
- Conduct periodic inspection of vacant apartments for market-ready condition
- Assist in or develop corrective programs for apartment communities
- Supervise and coordinate preparation of annual operating and capital budgets
- Monitor and make recommendations on budget performance
- Review and approve expenditures within specified budgetary guidelines
- Negotiate and/or evaluate contracts and makes recommendations
- Establish/revises property management forms, reports, and manuals including updates, changes, and additions.
- Prepare and conduct meetings as necessary.
- Participate in design, unit mix, establishment of rent rates, and other such operational matters.
- Coordinate staffing and office set-up
- Participate in local and regional trade associations.

Property Manager, May 2004-September 2009

Fully accountable for all day to day property operations, overseeing and enhancing the value of the property.

- Demonstrate ability to understand financial goals, operate asset in owners' best interest in accordance with Policies & Procedures Manual.
- Maintain accurate records of all community transactions and submit on timely basis (i.e., rent rolls, delinquency reports, move-in/move-outs, etc.).

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- Generate necessary legal action, documents and process in accordance with State and Company guidelines.
- Provide constant vendor/contractor communications concerning scheduling, billing, vendor relations and certificates of insurance.
- Ensure that A/P invoices are submitted to the corporate office for payment, handle petty cash and all funds.
- Ensure property is rented to fullest capacity.
- Utilize marketing strategies to secure prospective residents.
- Confirm that leasing staff techniques are effective in obtaining closing.
- Confirm that leasing staff gather information about market competition in the area and file.
- Continually monitor and analyze traffic logs, conversion ratios, budget guidelines, renewal information, marketing data, etc.,
- Prepare and/or implement procedures and systems within company guidelines to ensure orderly, efficient workflow.
- Confirm all leases and corresponding paperwork are completed and input to software System accurately and on a timely basis.
- Ensure current resident files are properly maintained.
- Ensure all administrative paperwork is accurate, complete and submitted on a timely basis.
- Lead emergency team for community. Ensure proper response and handling of all community emergencies with staff, residents, buildings, etc. within company guidelines to minimize liabilities (i.e., criminal activity on community, employee/resident injuries, fires, floods, freezes, etc.).
- Deal with resident concerns and requests on timely basis to ensure resident satisfaction with management.
- Develop and/or implement resident retention programs (i.e., resident functions, special promotions, monthly newsletters, etc.).
- Ensure distribution of all company or community-issued notices (i.e., bad weather, emergency, etc.).
- Consistently implement policies of the community.
- Consistently use successful techniques and company directives to screen, hire, orient and train new personnel.
- Ensure efficiency of staff through ongoing training, instruction, counseling and leadership.
- Plan weekly/daily office staff schedules and assignments.

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- Coordinate maintenance schedule and assignments with Maintenance Supervisor.
- Administer action plans consistently, and on a timely basis with performance problems. Document appropriately, communicate situation supervisor, Human Resources Director, and terminate properly when necessary.
- Provide support to staff to encourage team work and lead as an example in creating a harmonious environment.
- Ensure all administrative processes involving personnel are handled on a timely basis (i.e., performance evaluations, salary reviews, time sheets, change of status forms, etc.).
- Maintain community appearance and ensure repairs are noted and completed on timely basis. This requires regular community inspections and tours.
- Assure quality and quantity of market ready apartments.
- Ensure that models and market ready apartments are walked daily and communicate any service related needs to maintenance.
- Ensure that all service requests are recorded and communicated appropriately to maintenance.
- Learn and ensure compliance with all company, local, state and federal safety rules.
- Ensure that unsafe conditions are corrected in a timely manner.

Leasing Professional, December 2000-May 2004

Responsible for the leasing, marketing and maintaining positive resident relations of multi-family residential apartments.

- Greet prospects and qualify by covering all criteria
- Immediately record all telephone and in-person visits on appropriate reports.
- File guest cards and maintain according to established procedures.
- Inspect models and available “market ready”, communicate related service needs to Property Manager.
- Demonstrate community and apartment/model and apply product knowledge to clients’ needs by communicating the features and benefits; close the sale.
- Have prospect complete application and secure deposit in accordance with the company procedures and Fair Housing requirements.

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- Update availability report, process applications for approvals. (i.e., credit check, rental history, etc.)
- Submit processed applications to the Community Manager for approval.
- Follow up with applicants regarding status.
- Ensure apartment is ready for resident to move-in on agreed date.
- Immediately follow-up on prospects that did not close and attempt to close sale again.
- Secure new resident's signature(s) on appropriate paperwork prior to move-in. Orient new residents to community.
- Assist in monitoring renewals. Distribute and follow-up on renewal notices.
- Monitor advertising effectiveness. Gather information about market competition in the area and file.
- Accept rental payments and give immediately to Assistant Community Manager.
- Type lease and complete appropriate paperwork and input information on PMS accurately and on a timely basis.
- Maintain current resident files.
- Maintain and record daily inspections for the community.
- Distribute all company or community-issued notices.
- Maintain accurate monthly commission records on leases and renewals for bonus purposes.
- Assist management team with other various tasks as required.
- Consistently implement policies of the community.
- Receive all telephone calls and in-person visits. Listen to resident requests, concerns and comments.
- Quickly complete maintenance Service Request and inform the maintenance team. Answer questions for residents about community, repairs, rent, rules, etc. Follow up on a timely basis if unable to respond to residents on all matters.
- Ensure all maintenance repairs are handled satisfactorily by contacting residents with completed Service Requests on a weekly basis.
- Maintain open communication with Property Manager and Maintenance Supervisor.
- Contribute to cleanliness and curb appeal of the community on continuing basis.

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- Assist in planning resident functions. Attend functions and participate as host for any functions as directed by the Community Manager.
- Participate in outreach marketing activities on a regular basis to obtain prospective residents.
- Assist in placing, removing/updating banners, balloons, bandit signs, flags, etc.
- Distribute newsletters, pamphlets, flyers, etc.
- Conduct market surveys and shop competitive communities.

Designations

- Certified Apartment Portfolio Supervisor (CAPS)
- Certified Apartment Manager (CAM)
- Certified Apartment Leasing Professional (CALP)
- Licensed Louisiana Realtor

Education

Donaldson Educational Services
Louisiana Real Estate License
2016

Loyola University New Orleans
Pursuing a B.S. in Psychology
2011-2016

Honors and Awards

Advanced Facilitator

National Apartment Association Education Institute
June 2016

Advanced Communicator Gold

Toastmasters International
June 2020

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Advanced Leader Bronze
Toastmasters International
October 2016

CAPS of the Year
Apartment Association of Louisiana
2015 Nominee

2004 Manager of the Year
Apartment Association of Greater New Orleans
2nd Place Winner

2003 Leasing Consultant of the Year
Apartment Association of Greater New Orleans
1st Place Winner

Professional Activities

2020 Toastmasters International Conference Speaker

New Orleans Metropolitan Association of Realtors
Member, Education Committee Member
2016-Present

National Association of Realtors
Realtor
2016-Present

National Speakers Association
Professional Member
2016-Present

Toastmasters International
District 68 Director (2018-2019), Club Growth Director (2017-2018), Area 12 Director (2016-2017), and President of Naturally N'awlins Toastmasters Club (2015-2016)
2012-Present

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Apartment Association of Greater New Orleans
President, Director, Associate Member
Budget Committee, Education Committee, Event Committee, Legislative Committee
2007- Present

Apartment Association of Louisiana
Director
2013-2014

Professional Continued Education

CAPS, CAM, CALP: The National Apartment Association requires a minimum of 8 (eight) continuing credit hours annually.

Louisiana Real Estate License: The Louisiana Real Estate Commission requires twelve (12) continuing education hours annually.

Community Service Activities

HATCHING HOPE
Volunteer
Ongoing

BIG BROTHERS BIG SISTERS OF SOUTHEAST LOUISIANA
Big Sister
2006-2008

Publications

Vendor Guide of LA:

- Paid contributor 2021-Present

Rent & Retain Magazine:

- Paid contributor, Fall 2017-2023

Virginia Apartment Management Association Publication:

- “Avoid Burnout! Don’t Overuse Overdrive”
- “Employee Retention: Rewards that Work”

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- “People Are Our Purpose”
- “Say This Not That”
- “7 Tips to “Level Up” Your Sales Game”

Houston Apartment Management Association ABODE Publication:

- “Fair Housing: Be in the Know”
- “15 Leadership Practices to Help You Stand Out”

Client References

Acadiana Apartment Association
AC Lewis Management, LLC
AFB Floors
AG Homes, Inc
Ambo Properties
Apartment Association of Central Oklahoma
Apartment Association of Greater Knoxville
Apartment Association of Greater New Orleans
Apartment Association of Greater Wichita
Apartment Association of Kansas City
Apartment Association of Louisiana
Apartment Association of Metro Denver
Apartment Association of North Alabama
Apartment Association of North Carolina
Apartment Association of Southeast Texas
APTS of NY
Atkins Properties, LLC
Audubon Communities
Axiom Family of Companies
Baton Rouge Apartment Association
Big Country Apartment Association
Chattanooga Apartment Association
Corpus Christi Apartment Association
Ellis Partners in Management Solutions
Engolve Client Services
Group Grace Hill
Grand Atlas Property Management/Morgan Communities
Greater Cincinnati Northern Kentucky Apartment Association
Greater Fayetteville Apartment Association
Greater Gulf Coast Apartment Association
Greater Longview Area Apartment Association
Greater New Orleans Hotel & Lodging Association

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Heritage Properties Inc
Houma-Thibodaux Apartment Association
Houston Apartment Association
Indiana Apartment Association
Jefferson Shadows Apartments
Laredo Apartment Association
Lubbock Apartment Association
Meridian Property Management, LLC
Minnesota Multi Housing Association
Mississippi Apartment Association
MO2 Investments
Multifamily Insiders
National Apartment Association
New Jersey Apartment Association
New Orleans Metropolitan Association of Realtors
Northeast Louisiana Apartment Association
Northern Ohio Apartment Association
NorthPoint Mangement
Northwest Arkansas Apartment Association
NPR Group, LLC
OnPath Federal Credit Union
Pennsylvania Apartment Association East
Permian Basin Apartment Association
Piney Woods Apartment Association
Property Management Association of West Michigan
Property One, Inc.
Rent & Retain Magazine
Rio Grande Valley Apartment Association
Rural Rental Housing Association of Louisiana
Rural Rental Housing Association of Texas
Security Properties Residential
Shreveport-Bossier Apartment Association
Southwest Louisiana Apartment Association
Sterling Management Corp
Stoa Group, LLC
Sunquest Properties, Inc
T & R Properties
Texas Apartment Association
Tulsa Apartment Association
Tyler Apartment Association

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Vendor Guide of Louisiana, CCM
Virginia Apartment Management Association
Wampold Companies
Washington Multi-Family Housing Association
Wilmington Apartment Association
Zaremba Management Company

Professional Services

2017-2023 Expert Witness
 Seahorn Property Investments vs. Meridien Property Management

March 2017- Asset Manager

Oct. 2018 Single Family Travel Rental, Tim & Tracey Gawry