



Empowering People.
Accelerating Performance.

Success Story: Affordable Residential Communities

National Property Management Company

Company's Challenge

The company discovered a need to formalize and standardize educational practices at more than 300 affordable manufactured housing properties across 29 states – particularly due to the acquisition of new properties and high turnover in the mission-critical position of Community Manager.

Custom Solution

The company turned to EPI for a custom instructional design and educational services program that would be implemented over a two-year period. Working with EPI, the company identified best practices from the field and used that information to set the standards for all operating procedures within the various communities.

EPI Suite of Services

Customized services included but was not limited to:

- Developing more than 100 hours of instructor-led educational materials
- Creating online courses to complement the instructor-led courses and to be used as stand-alone educational tools
- Implementing a customized learning management tool to track participants' progress
- Facilitating software coursework
- Creating a Policy and Procedure Manual
- Beta-testing the entire curriculum
- Defining a new trainer position within the company
- Conducting train-the-trainer sessions

Proven Results

In two years EPI helped educate and inspire approximately 400 Community Managers and other personnel, 100 sales associates and 30 Field Training Specialists for best practices across the organization. All the deliverables were custom designed to meet the company's specific business objectives.

"The coursework helped me improve resident relations in my community and better explain the lease to our new residents. We all received excellent information that will help us succeed in this company." - ARC Community Manager

"The program built confidence and better prepared our management team to hit the ground running instead of chasing their tails for the first 90 days of employment. This work is vital to the success of our company." - ARC District Manager