

Foundations & Futures

Summer/Fall 2025

recruit!

*Find the Right
People — Faster.*

pg. 6

Your Essential Guide to
Recruiting, Retaining &
Advancing Talent in Texas
Multifamily

RETAIN:

TURN NEW HIRES INTO LIFELONG PROS.

pg. 14

Advance-

Grow Talent from the Inside Out.

pg. 18

How to Use this Guide & Tools to Grow people

1

Pick a section that matches your current need

2

Click the links to download resources or launch toolkits

3

Bookmark this guide for quick access

Tools to Grow People. Not Just Positions.

From finding prospects to long-term careers, Foundations & Futures delivers what you need:

This guide is organized into three action-focused sections—**Recruit, Retain, and Advance**—so you can jump straight to the resources that match your goals.

Whether you're hiring, onboarding, or building up future leaders, you'll find toolkits, templates, and strategies ready to use.

Start anywhere. Come back often.

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Career center tools, job fair kits, and hiring strategies

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One job board. *All of Texas.*

Save time, find qualified candidates, and meet all your hiring needs in one place - the TAA Career Center!

When you post your openings here, you get:



Maximum Exposure:

Reach more candidates through our Partner Networks, including LinkedIn, ZipRecruiter, Adzuna, Google for Jobs, and Talroo.



Job Alerts That Work for You:

Frequent alerts sent to job seekers help your posting stay visible longer.



Expanded Reach:

One posting covers multiple locations across the state — no need to duplicate efforts!



Stay Ahead:

Receive instant alerts when new resumes are uploaded



Built-In Traffic:

All job seekers from our Room to Grow campaign are driven directly to the Career Center.



Smart Tools:

Easily manage applicants by role type - like leasing, management, maintenance, and more- to streamline your hiring process.

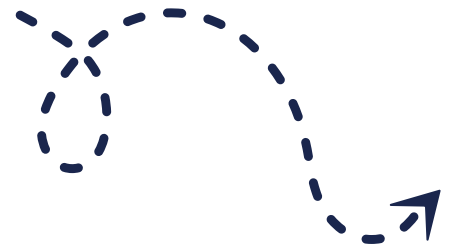
Post today and connect with motivated, qualified candidates who are ready to help your business grow!

[CAREER CENTER](#)



Recruit

Ready to Recruit? We've Got the Tools.



Whether you're hiring for a high-rise or a garden-style community, we've got your back. This section connects you with plug-and-play tools to attract, vet, and hire qualified candidates across Texas.

**Room to
Grow** 

Inspire new talent with **real-life success stories** and a “**Find Your Fit**” quiz that guides job seekers into this career path.

**Career
Center** 

Post once, reach statewide — and **connect with qualified candidates** through LinkedIn, Google Jobs, and more.

**Tools to
Recruit** 

Download ready-made flyers, social posts, and postcards to spotlight openings and **grow your team at local events.**



Discover Top Talent and Help Them Build a Future With Room to Grow

The Room to Grow campaign website is designed to connect job seekers with rewarding careers in the rental housing industry and make your recruitment process easier. Through real life success stories it highlights career stability, growth and fulfillment. Use Room to Grow to recruit new talent. Encourage people to take the Find your Fit quiz, explore the career center and see where they belong in this industry.



EXPLORE OUR RESOURCES AND GET STARTED TODAY!



Spread the Word

Share the Room to Grow website with job seekers to help them learn more about Texas rental housing and see which role may be the best fit to begin a career.



Post a Job

Post your open positions on a state-wide job board for maximum exposure and qualified candidates who ready to apply.



Leverage Our Tools

Explore the TAA Resource Center for a variety of recruiting tools for your organization. From flyers and social media posts to guides and toolkits. To learn more, visit taa.org/resources.



Use the Room to Grow site to attract new talent to the industry — especially those who've never considered it. With real success stories and the Find Your Fit quiz, it's a great entry point for job seekers and a smart tool for you.

Discover more at

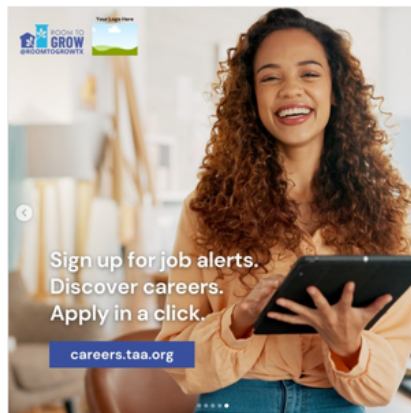
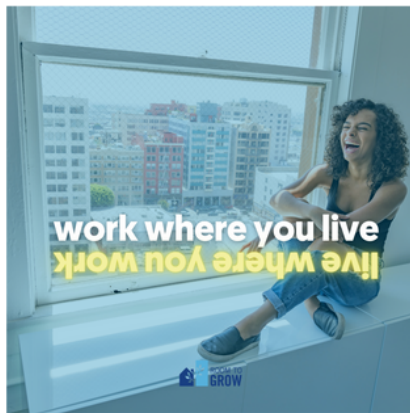
[ROOMTOGROWTX.ORG](https://roomtogrowtx.org)







Turn curiosity into career conversations.

Use this toolkit to connect with job seekers and show them what's possible in the rental housing industry.





Inside the Career Fair Toolkit:

-  Find Your Fit quiz to guide career exploration
-  Social media templates to promote openings
-  Flyers & postcards to take to events
-  Messaging tips to spark real interest

Whether you're at a job fair, school, or community event, this kit helps you attract and inspire the next generation of talent.

[ACCESS THE TOOLKIT](#)

A hand wearing a white, textured work glove holds two silver open-end wrenches. The wrench on the left is marked '19 mm' and the one on the right is marked '17'. The background is a blue work shirt and a blurred engine compartment.

Stop Losing Good People to Bad Job Descriptions

Rethink how you recruit maintenance talent — and attract the next generation of skilled professionals.



Recruiting talent is essential in all aspects of rental housing. However, our industry struggles most with recruiting, hiring, and retaining maintenance team members.

Why is this the case?

A simple search of maintenance job descriptions often reveals outdated criteria and unrealistic expectations for experience and training. As seasoned personnel retire, and replacements lack the same level of training, this issue will become even more pressing as we work to attract and train the next generation of maintenance professionals.

Typically, we find that companies are focusing on the WRONG things in a job description.

While it is important that the job seeker knows about your company and the details of the position, it must be shared in a way that speaks to their interests, skills and how they can be successful.

The objective of this guide is to help companies evaluate their recruiting efforts, particularly in crafting job descriptions that effectively attract new maintenance talent into the multifamily industry.

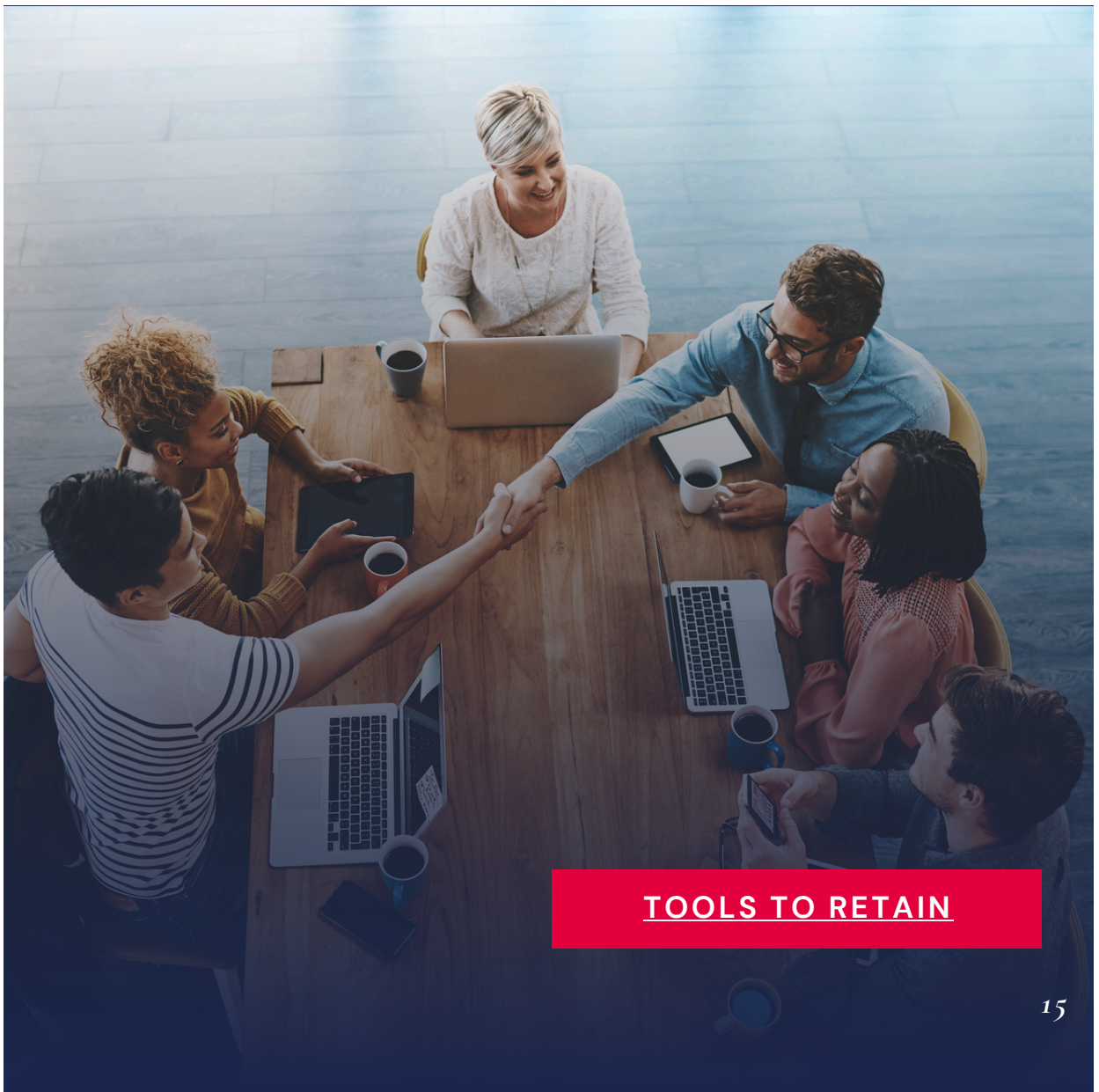
Many thanks to Mark Cukro, Service Team Training, for his partnership in the development of this guide.



Retain

Retention Isn't a Milestone. It's a Mindset.

Most onboarding stops at "fill out this paperwork." The best teams know that retention is built through belonging, clarity, and development. This section gives you the tools to make new hires stay and thrive.



TOOLS TO RETAIN



[DOWNLOAD GUIDE](#)

Onboarding Essentials

For Property Management Leaders & HR Teams

**Most
Onboarding
Stops at
Paperwork.
*Yours Should
Start a Career.***

The Onboarding Essentials Guide helps you move beyond checklists and create a strategic, human-centered process that improves retention from day one.

Onboarding is designed to help new hires acclimate to their roles, understand the company's history, culture, and expectations, and feel welcomed and prepared. However, onboarding is often reduced to a short-term checklist of administrative tasks, rather than a strategic, ongoing process that fully integrates employees into their roles and the organization.

To support a more effective experience, managers should use our **Onboarding Guide** to structure a thoughtful, phased approach to welcoming and developing new team members.

New to the Industry

Help new hires build confidence and context with guides made just for them — whether they're managing properties or supporting them as suppliers.



Apartment Management Guide

Covers Fair Housing, leases, evictions, networking, professional development, and industry lingo — all designed to help property team members understand their role and rise fast.

[DOWNLOAD GUIDE](#)



Supplier Partner Guide

Breaks down how rental housing works, how suppliers support it, and how to succeed through relationships, budgeting know-how, and long-term growth.

[DOWNLOAD GUIDE](#)



Advance —

A close-up photograph of a person's hand holding a green pen. The person is wearing a blue suit jacket and a red tie. The background is a blurred blue and red. The text is overlaid on the right side of the image.

Don't Just Fill Roles - Build Futures

If retention is the goal, advancement is the engine.

The tools in this section help you develop your team's potential, build loyalty, and future-proof your workforce -from maintenance tracks to management paths.

From tech-driven workflows to cross-functional roles, the rental housing industry is breaking old molds and building modern career ladders. This shift is transforming how we promote talent, train new leaders, and define what “advancement” looks like.

[READ BLOG](#)

Featured Blog

Evolving Career Paths in Rental Housing





Mastering Maintenance

The Framework for a Successful Maintenance Apprenticeship Program



[DOWNLOAD GUIDE](#)

Maintenance Apprenticeship Toolkit

With seasoned techs retiring and skilled labor in high demand, now's the time to build your own pipeline. This toolkit walks you through how to create a structured, effective apprenticeship program that works for your company.



Events

Don't Miss What Moves the Industry

From leadership summits to maintenance workshops, TAA events keep you in the loop — and ahead of the curve. Whether you're here to learn, network, or level up, there's something for every role, every region, every ambition.

TAA's statewide events calendar is your go-to for:

- Regional and state-level events
- Maintenance education and certification programs
- Leadership development workshops
- Supplier networking and partnership opportunities
- Annual conferences, trade shows, and awards

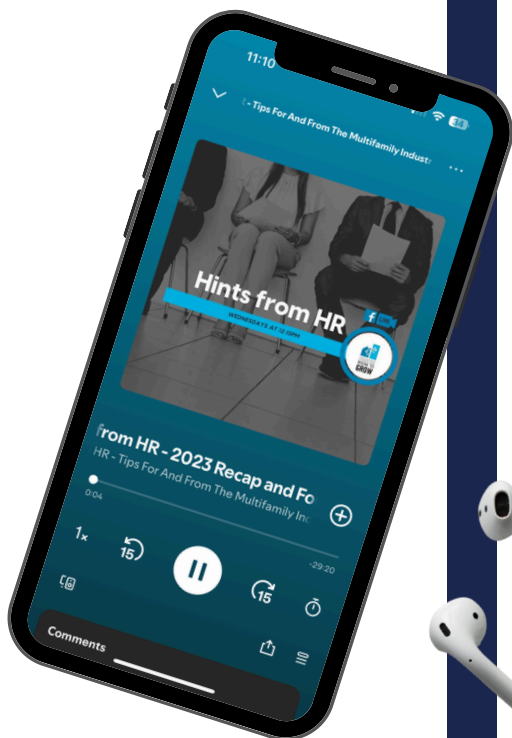
Bookmark it. Share it. Use it to plan your team's next big move.

[CLICK TO ACCESS](#)

Podcast

taaef.taa.org/podcast/

**Click to
Listen in!**



Get practical insights and expert advice with our podcast series, designed for the rental housing industry.

Listen to **How to Speak Maintenance** for team communication tips and **Unlocking Doors** (coming soon) for professional development strategies.

Plus, browse the archived episodes of **Hints from HR** for timeless workforce management advice — perfect whether you're on the go or at your desk.

[LISTEN IN](#)



Stories

**Real
People.
Real
Growth.
Real
Careers.**

HEAR STORIES

The "Stories" page on Room to Grow Texas showcases personal narratives from individuals who have discovered fulfilling careers within the Texas apartment industry.

These testimonials highlight diverse backgrounds and journeys, illustrating how the industry offers opportunities for growth, stability, and meaningful work.

From roles in leasing and maintenance to positions in business and services, the stories emphasize the industry's potential to transform lives and provide a sense of community and purpose.

By sharing these experiences, Room to Grow aims to inspire others to explore the varied career paths available in the rental housing sector.

Meet Your New 2025 Room to Grow Ambassadors



Chelsie Simpson

Q10 Property Advisors | Houston Apartment Association

For Chelsie, a career in property management wasn't part of the plan—it was something she fell into through family connections. Her aunt, a long-time industry professional, introduced her to the field, and Chelsie quickly realized she had found her calling. She has since embraced the fast-paced, ever-changing nature of the industry, thriving in an environment where every day is different. Whether managing maintenance, assisting residents, or ensuring the property is running smoothly, Chelsie wears many hats. Her dedication and care for her residents earned her the prestigious Assistant Manager of the Year award through the Houston Apartment Association, an achievement that opened doors and encouraged her to apply for the Be the Next Room to Grow Ambassador video challenge. To her, this industry isn't just about leasing apartments—it's about creating a community and making a meaningful impact in people's lives.



Mystri Nestell

Summit Property Management | Houston Apartment Association

Mystri's path into multifamily maintenance began at an early age when she developed a passion for fixing things. Inspired by her mother, who worked in apartment cleaning, she learned to troubleshoot minor repairs while assisting her. A natural problem solver, she landed her first make-ready position in Oklahoma and never looked back. Moving to Texas allowed her to expand her skills, and despite working in a field where female maintenance technicians are rare, she's found nothing but support and encouragement. Her mentor, who sadly passed away, instilled in her the confidence to keep learning and pushing forward. Today, Mystri finds joy in knowing her work directly improves residents' lives. Whether fixing an HVAC system or making a unit move-in ready, she approaches every task as if she were preparing a home for a loved one. Her growing expertise and passion for mentorship prove that the apartment industry offers opportunities for anyone willing to learn and work hard.



Preston Duff

Precision Appliance Leasing | Apartment Association of Greater Dallas

Coming from a decade-long career in the restaurant industry, Preston sought a better work-life balance without sacrificing his love for service. Encouraged by his father, a long-time apartment industry professional, he discovered a passion for the supplier side of multifamily housing. Working in sales at Precision Appliance Leasing, he was immediately drawn to the industry's sense of community and shared commitment to service. While his background was in hospitality, he found that the skills he honed—building relationships, problem-solving, and prioritizing customer satisfaction—translated seamlessly into his new career. He's particularly fascinated by the scale of the apartment industry, from its impact on local economies to the vital role it plays in providing homes for millions. Through his work, he sees firsthand how strong vendor-partner relationships contribute to the success of apartment communities.



Meet TAA's Room to Grow Ambassadors, champions of opportunity and growth in the rental housing industry! Our three winners represent maintenance, onsite & corporate teams, and supplier partners, and earned their spot by popular vote.

Want Inspiration?
Meet Past Ambassadors!

Curious about what it means to be a Room to Grow ambassador?

Read the inspiring stories of our past winners who have shared their experiences, highlighted their growth, and made a lasting impact in our industry.



Keep Up With TAAEF & Room to Grow



INSTAGRAM



LINKEDIN



ROOM
TO GROW



ABOUT
TAAEF

Let others know they can begin a new career in an industry that is both stable and rewarding.

TAA Education Foundation educates Texans about career opportunities in the rental housing industry and works with our local apartment association and workforce development partners to support training programs for those new to the industry.

Keep Up with What's Happening in the Texas Rental Housing Industry

TAA members lead the industry through innovation, commitment to service, and collaboration.

From the implementation of a comprehensive and fair lease, to innovation through new technology and training, members are raising the bar for professional standards and development.

Keep up-to-date on all the news, announcements, and promotions available to you.

[CAREER CENTER](#)

[RESOURCES](#)

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www.taaef.taa.org