

PROPERTY MANAGER PROFILE – January 2012



Dayna Butterfield

Fairfield Properties

Dayna Butterfield has been working in property management for 7 years. She started working as a leasing consultant with Lewis Apartment Communities in Rancho Cucamonga and then moved to San Diego where she worked for Sares Regis for about 3 years. While she was with Sares Regis, she went from Leasing Consultant to Resident Services Coordinator to Resident Services Manager. After a year, Dayna left to go work for Fairfield as an Assistant Manager, where she soon became a Property Manager. In addition to her regular responsibilities as property manager, Dayna is on multiple committees with SDCAA. The key to success, Dayna says, is staying organized!. "It is very easy to forget things if you don't stay on top of it all. I write everything down in my planner and make sure to follow up on a daily basis." – an effective tool Dayna learned in a Time Management class some time ago. "Taking that class was the best thing I ever did! It helped me to properly prioritize and not lose sight of my most important goals."

Property Management in this economy can be especially challenging. Dayna says resident retention would be right at the top of her list for most challenging. "It can be difficult with the changing economy and market, to retain current residents. We all know that it is much more expensive to find a new resident rather than keep a current resident." Dayna's goal in 2012 will be to find new and innovative ways to build value at her properties and retain residents.

We asked Dayna what her most embarrassing story as a property manager was, and this is what she had to tell us...

"While I was a leasing consultant, I was walking by the pool showing a prospective resident the community. One of the current residents hanging out at the pool thought it would be funny to throw me in, and he did! I had to swim back to my prospective residents in a full suit leasing binder in hand and continue the tour. The prospective residents thought it was really funny and ended up renting when we got back to the office.