



The Culture Chronicles

...of the Franklin Companies

June 2015

Something to Consider...

Many years ago in Europe, a man approached a construction site. As he passed the workers, he became curious. He approached the nearest laborer and asked, "What are you doing?" The laborer replied, "I am carrying rocks." The man nodded and then walked over to the next worker and asked the same question, "What are you doing?" This worker answered, "I am building a wall." The man thanked him for his response and continued to the next craftsman. "What are you doing?" he asked. With energy and a distinct smile, the craftsman stated, "I am building a cathedral."

This is a story that has been around for a long time. When asked to reflect on this timeless example, Howard Butt, Jr., of Laity Lodge, pointed out that "sometimes the difference in finding our purpose is not in the work we do, but in our understanding of the story behind what we do." At Franklin Companies we believe this to be true. In fact, *The Culture Chronicles* is testament to our conviction that understanding the story behind what we do gives all of our employees an advantage each and every day.

As you read through this month's stories and reflect upon how you have embraced our 2015 operating mantra, **FOCUS**, ask yourself these questions.

- Do your daily actions match the craftsman who knew he was building a cathedral?
- Or are you content to simply carry the bricks and build a wall?

At Franklin Companies, we are doing more than simply engaging in daily tasks that provide a paycheck. We are coming alongside our residents and their families to provide homes and lifestyles worthy of their family stories. We are providing industry-leading solutions and approaches while always acknowledging that the lives we touch are precious and deserving of our respect. As we continue to **FOCUS** in 2015, challenge yourself to see your place in the broader masterpiece that we are creating together.

FOCUS is Not Just for Residents at Willow Springs

Mr. Scott is a resident at Artisan at Willow Springs who moved to the community a year ago after the passing of his wife. He lives alone and his daily routine includes seeking out opportunities for interaction. After checking his mail, he will frequently stop by the office for conversation. He often discusses the loss he feels and shares memories of his wife.

During May, Mr. Scott helped **Laurie Gutierrez**, Business Office Manager, understand how even as we FOCUS on our residents, sometimes they give back with FOCUS of their own. When Mr. Scott found out that Laurie's mother had passed away, he went out of his way to spend time with her. His presence was very comforting for Laurie. In fact, several residents expressed their sympathy in many ways.

*The thanks this month goes to the **Residents of Artisan at Willow Springs!** It is wonderful to see the outpouring of support that you showed Laurie. Your care and concern, your **FOCUS** on her, meant so much to her. Through this season, Laurie has felt the love of the community and she has felt lifted up as you have supported her. Thank you!*

Rain Evokes an Extraordinary Response

The record rain in Texas during May has affected daily life for most regions of the state, and DeSoto is no different where it rained for twenty-five straight days! At Franklin Park DeSoto, the community was certainly affected and one apartment actually had water come in through the front door. Sadly, the water flooded the living room, dining room and kitchen.

Eladio Martinez, Maintenance, responded to the service request on a Sunday and worked quickly to remove the water. Eladio then went to Home Depot to purchase materials to build a barrier and trench to re-route the water flow away from the apartment entry. He built the structure right away, even though Sunday is normally a day off for him. The resident was incredibly pleased and Eladio even drew rave reviews from other staff members for his willingness to go above and beyond.

*Eladio, thank you so much for your **FOCUS** that Sunday. You took it upon yourself to act with **Freedom, Ownership, and Commitment**. You **Utilized** all the resources available to you and acted as a **Shepherd** for this resident in need. Thank you for your leadership!*

An Example of FOCUS That Makes An Impression

During May, **Luke Roberts**, Business Office Manager at the Park at Sutton Oaks, had the opportunity to provide a wonderful example of how **FOCUS** can relate to extraordinary customer service. Luke had met with an elderly applicant who decided to pass on the opportunity to make a home at the Park at Sutton Oaks. After their initial meeting, he was surprised to see her return one day, laptop in hand and tears brimming in her eyes. She was upset because the community where she was applying for housing required her to fill out an electronic application but she could not complete it by herself. She remembered Luke's pleasant and friendly demeanor and returned seeking his help. Without hesitation, Luke invited the woman into his office and helped her complete the entire application.

*Luke, thank you for your leadership in a situation that was unusual. You truly went above and beyond that day as you showed a member of our community how we truly care and respect all, even those who are not our customers. Thank you for your **FOCUS** and your respect!*

Providing for a Resident in Need in Lewisville

A Franklin Park Lewisville resident was being transferred to a medical facility and was in need of clothing during her stay at the hospital. Unfortunately, this resident has no family support system to walk with her as she navigates several medical issues. **Tara Hamblin**, Business Office Manager, was aware of this resident's need and she quickly addressed it through the donation of some very well-maintained garments from her mother's wardrobe that had been stored away for safe-keeping. The resident was overwhelmed and very appreciative.

*Tara, thank you for your selfless giving to this resident during her time of need. You truly **Utilized** all the resources at your disposal and in so doing, made a huge difference in the life of this resident. Thank you!*

Quick Thinking Results in Resident Satisfaction

During May the leasing staff at Sutton Oaks was working with one residential applicant who had strict

time restrictions as to when she needed to be moved into her apartment. Unfortunately, an unforeseen event caused her apartment to be unavailable until three weeks beyond her required move-in date.

Jovanny Parvin, Leasing Director, was aware of the constraints and took it upon herself to call The Park at Sutton Oaks hoping they would be able to accommodate her. She discovered that they did have availability, and she quickly called the resident and offered to take her there to see the property. While the applicant was disappointed as she was looking forward to moving to Sutton Oaks, she was impressed with what she saw at The Park at Sutton Oaks. Jovanny took the time to introduce her to the staff at The Park and to provide all her paperwork to the leasing director there. The applicant accepted the available unit and was able to happily meet her move-in requirements.

*Jovanny, thank you for your quick response to this situation. By **Utilizing** the resources of the Franklin Companies you were able to find a solution to a very real problem for this resident. Thank you for your **FOCUS**!*

Making Things as Good as New at Salado Creek

At the end of May, the staff at Artisan at Salado Creek was prepping for a new resident to move into his home. In addition to the routine preparations, the staff was also having to contend with a mildew issue across the community due to the unprecedented rains and high humidity. Unfortunately, the new resident's apartment had been affected and mildew was found on some of the baseboards.

The resident notified **Katesha Tovar**, Leasing Director, who then called **Nathan Payton**, Executive Director. Nathan then called the resident and agreed to meet him at the apartment together with **Mark Rodriguez**, Maintenance Assistant, who was on call for the weekend. The Salado Creek team evaluated the apartment and identified what needed to be done. Mark got the appropriate items together to remove the mildew on the baseboards and he worked to make everything "as good as new." The new resident was impressed with the service he received and was grateful that everyone dropped what they were doing to help his family transition to their new home.

*Good work, Team Salado Creek! Thank you to Katesha, Nathan and Mark for working together to make sure this move-in went smoothly despite some obstacles. The effort you showed is indicative of the approach we are all striving toward as we **FOCUS** in 2015!*