

Handling an Irate Resident on the Telephone

- 1. Remain Calm...** pleasant, concerned, and sincere. Treat this angry Resident as friendly and genuinely as you did the day you first leased them their apartment home.
- 2. Listen...** and do not interrupt! An irate Resident is full of the poison of anger and frustration. Let them get it out of their system. Then, they'll feel better and be more open to your suggestions. Remember, the "abuse" will not be so painful if you don't take it personally.
 - Indicate that you are taking notes so you can clearly understand.
 - Probe for additional information. Get all the facts. Ask questions!
- 3. Create "Relationship"**
 - Use the Resident's name. This will diffuse the heated situation. Their name is the sweetest word to a Resident's ears.
 - Empathize and apologize. Let the Resident know you are concerned about their problem. Apologize for the "misunderstanding".
 - Don't be judgmental! Regardless of what you think is right, the goal is to make the Resident happy so they will stay longer.
 - Don't argue! You can never win an argument with a Resident. If you win, you lose.
 - If the Resident screams, respond by lowering your voice. Never yell back, that's like pouring gas on a fire.
- 4. Seek Solutions**
 - Ask the Resident how they would like you to resolve the problem.
 - Assure the Resident the situation will be resolved in a satisfactory manner.
 - Let the Resident know specifically what you can do - and what you can't do.
 - Explore options. Come up with a plan that will be agreeable to both parties.
- 5. Review Mutual Understandings**
 - Confirm agreements and the "next" steps.
 - Verify phone numbers, address, details of the problem, actions you will take, etc.
 - Give the Resident your name, position, phone number, etc.
 - Give the Resident a general time frame for getting back to them.
- 6. Follow Up!**
 - Sincerely thank the Resident for their call.
 - Take immediate action. **DO IT NOW!**
 - Mail a quick note to the Resident confirming what you'll do.
 - Follow up personally with the Resident at the appropriate time.

Use this uncomfortable situation as an opportunity to reaffirm to the Resident your concern about their happiness and satisfaction. Properly handling this irate Resident could be the single deciding factor in their decision to renew their lease!

Nothing You Can Do Is More Important Than Winning Back An Unhappy Resident and Solving Their Problem So It Will Not Happen Again!

©Rick Ellis, CPM



4324 N. Beltline Road, Suite C105
Irving, TX 75038
888-988-3767

www.epmsonline.com

Leading Nationwide Mystery Shopping for the Multifamily Industry Since 1984