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## **Ellis Shopping Report Follow Up Trends For 2006**

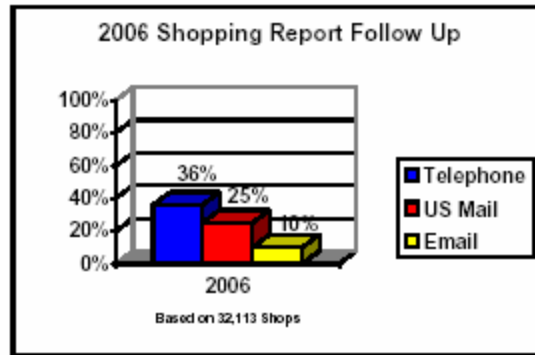
We periodically track the percentage of Leasing Professionals who follow up on their rental prospects by telephone, US Mail, and email. It is interesting that the follow up percentages have remained fairly consistent through the years until this year. In 2006, the percentage who followed up with their rental prospect actually declined. Even though our industry continues to be more sophisticated, the numbers do not seem to improve.

The chart below shows the number of follow up attempts by category: mail, phone, and email. Out of a total of 32,113 shops, we recorded 8,795 individuals who followed up in some manner. Note that some Leasing Professionals used more than one method to follow up with their prospect, resulting in a total follow up count that is slightly higher than the actual number of prospects.

Factoring out the multiple follow up attempts on the same prospect, the Leasing Professional followed up with the shopper 27.4% of the time.

	<b>% Of Follow Up</b>
<b>One Form of Follow Up</b>	<b>27.4%</b>
<b>Two Forms of Follow Up</b>	<b>16.3%</b>
<b>Three Forms of Follow Up</b>	<b>3.9%</b>

Despite more and more of our leasing prospects choosing the Internet to make the initial contact with our communities, follow up by email remains dismally low. Only 10% of all follow up performed was done online. This is perhaps the most efficient and effective form of communication with the prospect, especially the Internet prospect. Follow up with a thank you note by US Mail was in second place at 25% of all follow up conducted. The number was slightly higher at 36% for those who used the phone to keep in touch with their prospect.



### Summary of Follow Up Data Trends

- 1) The most common form of follow up is by telephone, followed closely by U.S. Mail.
- 2) Email follow up is the most inexpensive follow up but only an average of 10% of agents followed up by email.
- 3) Some form of follow up was attempted was attempted at least 70% of the time.
- 4) Points to consider:
  - a) Does your company require your onsite staff to follow up with prospects?
  - b) What is the most effective form of follow up for your company?  
Telephone, Note, Email
  - c) Is the follow up professional, prompt and specific to the individual's needs and requirements?
  - d) When was the last time someone called or sent you a written note to "thank you" for visiting their establishment? Do you remember the business? Would you return simply based on the follow up? Follow up communicates that you took the time to make "personal" contact. Leasing apartments is personal; we are providing a shelter, one of the basic human needs.
  - e) Do you believe follow up "makes a difference" in obtaining the lease?
  - f) What can effective follow up efforts do for your communities?
    1. Provide an advantage over your competitor.
    2. Offers essentially "free" advertising.
    3. Communicates a higher level of service and professionalism
    4. Allows for feedback on why the individual may or may not lease

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\*a brand of Ellis Property Management Services (EPMS)

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