

“Ringling” In The \$\$\$

‘There goes that incessant phone again!’

Whether it’s a Monday morning with reports you know you have to get done or a busy Saturday when you are manning the front lines alone, we’ve all had that feeling that a ringing telephone in the office is a nuisance... an interruption to more “important” work to be done. But...

HOW MUCH IS THAT RINGING TELEPHONE REALLY WORTH?

With EACH qualified leasing call per week, look at the potential income!

AVERAGE MONTHLY RENT AMOUNT:	1 Bedroom Unit \$700	2 Bedroom Unit \$1,100
POTENTIAL WEEKLY RENTAL INCOME*:	\$ 161.54	\$ 253.85
POTENTIAL MONTHLY INCOME*:	\$ 700.00	\$ 1,100.00
POTENTIAL ANNUAL RENTAL INCOME*:	\$8,400.00	\$13,200.00

*Calculations are based on 1 year lease potential

There’s no ‘fuzzy math’ here! All the numbers are legitimate and worthy of your attention!

While it’s not possible to capture every single leasing lead that comes into the community, even at a 15% Call to Lease Conversion Ratio there is still a chunk of change to be had!

Just fill in the card below with the numbers specific to YOUR community’s rates and call activity & then keep this handy reminder next to that ringing phone!

Using my extraordinary telephone skills I have the ability to generate:

\$ _____ of RENTAL INCOME IN JUST ONE WEEK
(Avg. Rental Rate x Avg. # Calls Per Week / 4.33)

\$ _____ of RENTAL INCOME IN JUST ONE MONTH
(Avg. Rental Rate x Avg. # Calls Per Week)

\$ _____ of RENTAL INCOME IN JUST ONE YEAR
(Avg. Rental Rate x Avg. # Calls Per Week x 12)

No matter how “busy” I am, my caller deserves my UNDIVIDED attention! I must make my caller *feel good* about his decision to call me. I must be inquisitive, sound interested, take notes, and not just “dump information”. I must create excitement about my product so that this call results in an in-person tour! I must always ask for an appointment — my time is valuable and so is my prospect’s.



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