

10 Basic Closes

For the Onsite Leasing Presentation

1. TRIAL

A pre-close used to measure the prospect's level of interest:

"How do you think you will arrange your furniture?"

2. DIRECT

When you know you have the agreement of the prospect, ask DIRECTLY for the lease:

"Let's go back to the office and take care of the paperwork."

3. WHICH

Offer the prospect an option or choice between two apartments:

"Which do you prefer...the downstairs apartment with the pecan-colored carpet or the upstairs location overlooking the tennis courts?"

4. SUMMARY

Recap or summarize the prospect's needs, demonstrating how the apartment community meets those needs:

"...to summarize, it appears that Inwood Green has everything you're looking for!"

5. ASSUMPTIVE

Take the position that there is no question about whether or not the prospect will lease.

Rather than asking for the lease, ASSUME it:

"Phillip, while you are completing the rental application, I will be preparing your lease. Then we'll be set to move you in this weekend!"

6. IF I COULD, WOULD YOU?

Offer to do what it takes to overcome a prospect's objection, but only if he commits to take the apartment up front:

"If I could convince the Manager to replace the carpet, would you take the apartment today?"

7. URGENCY

Imply a shortage of some sort to create urgency in the mind of the prospect to lease an apartment right now:

"This is the first one bedroom located downstairs off the pool we have had in months. They don't often come available!"

8. HOLD

This "last resort" close should be used only as a prospect is walking out the door without leaving a deposit:

"I know you really like apartment #234. It will go really fast. I can take the apartment off the market until 5:00 pm today with a \$50 Hold Deposit."

9. INCENTIVE

Use this close as your last card to encourage the prospect to commit:

"And today only, I can offer half off on the deposit, if you complete an application right now."

10. TEAM

Two members of the office team use their combined skills to contribute to the closing of the rental prospect:

"I could not help overhearing your concern about the rental rate. I had a prospect lease yesterday who had been to every community in this area. He leased here because he felt it was truly the best value."

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