

# EMOTION...IN MOTION!

## HOW FEELINGS FACTOR INTO THE LEASING DECISION

People are motivated to **SEEK OUT** and **MAKE** a purchase for one of two reasons:

1. To solve a problem
2. To make themselves **FEEL** better

In our business, there are many reasons that prospects seek our help — relocation, divorce/separation, roommate situations, family growth/empty nesting....

It is important to recognize that while people have both logical and emotional buying motives, recent consumer surveys show that in most cases only 20% of the decision to make a purchase is logical and **80% is emotional!**

The single biggest motivator in buying is not data or fact, it is emotional response. Humans buy when they **feel** comfortable, when they **feel** they can trust you, when the process **feels** natural and reassuring, and when they realize that buying will make them **feel** good.

**People rationalize a buying decision based on facts BUT people MAKE buying decisions based on emotions!**

As a leasing consultant, if you fail to address the emotional aspect, most of your prospects will leave without renting and no amount of follow-up will get them back. If you tap into it correctly, your closing ratio will go up.

### How can you tap into these emotions?

◆ **You must acknowledge your prospect's need for *Trust*:**

*"I know you've been out looking at apartments all day. As part of my training I had to shop all of my competitors, and I'll admit it wasn't always a good experience. Let me assure you that your tour here with me will be different. I'm not here to sell you something you don't need. I'm here to help you find something you **want** and a place where you'll be **comfortable**. If that place is here with us at XYZ Apartments, then that's what I want for you!"*

◆ **You must inspire *Confidence*:**

*"Based on what you've said is **important to you**, I feel I have the just the **right** apartment! Let's review the floor plan first to make certain you're as sure about it as I am and then I'll take you over to see the actual home I have in mind for you."*

◆ **You must demonstrate *Empathy*:**

*"I **understand** you're coming to us from a difficult situation. I promise to make your experience here as easy and hassle free as possible." OR "It seems as though you like this home; however, I get a sense that you've got some questions. Help me **understand** how you're feeling." OR "Does this **feel** like a place you can call home?"*

◆ **You must communicate *Responsibility and Dependability*:**

*"I'm confident you'll be pleased not only with your new home here at XYZ Apartments but also with the standard of service we provide. We are open seven days a week **to serve you** so things like package pick up and communication with our office staff is always easy AND our maintenance team is really top notch! We also offer a 24 hour service request guarantee!"*

### **Offer your prospect a delightful shopping experience!**

1. Smile, stand up to greet the prospect, shake his hand and make eye contact.
2. Offer refreshments every time. Don't assume your prospect will help himself.
3. Offer your guest a seat in the clubhouse on the sofa or at a comfortable leasing table — NOT in front of a desk.
4. Don't "dump" information on the prospect during the tour. Keep it simple and relevant.
5. Be inquisitive about your prospect; try to get him to smile & laugh. Remember to **let him know that you'd love to have him as a resident in your community!**

**ellis** | PARTNERS IN  
MYSTERY SHOPPING

Web: [www.epmsonline.com](http://www.epmsonline.com)  
Email: [sales@epmsonline.com](mailto:sales@epmsonline.com)  
972-256-3767 - 888-988-3767

Leading Nationwide Mystery Shopping for the Multifamily Industry Since 1984