

How to “Ace” Your Mystery Shopping Report

Six Tips For High Shopping Scores and Peak Leasing Performance!

1. Treat All Prospects Like Shoppers!

Regardless of the time of day, the weather conditions, or your mood at the moment, give every telephone and walk-in prospect the GRAND treatment!

2. Study the Test Questions!

Remember, you have ALL the answers to the test! These answers are all over each shopping report! Study the old reports and then your next shop is like an open-book test!

3. CREATE A RELATIONSHIP! - “CONNECT” With Your Prospect/Shopper

In a shopping situation as well as an actual leasing presentation the initial relationship with the prospect is the KEY to success. Be real and genuine! Let’s face it, even an “impartial” shopper will be more favorable toward a leasing professional s/he finds to be friendly, enthusiastic, and professional!

4. Use Your Guest Card and Other Leasing Tools

The Guest Card is an excellent leasing tool that ensures a complete and comprehensive presentation with every prospect. It serves as a guide to keep your presentation on track. It also acts as a “cue” reminding you to ask all the essential and relationship-building questions.

5. Cover All the “Basics” of Your Presentation

Your leasing presentation must include all these fundamentals:

- ◆ Make a powerful telephone presentation! Set that appointment! Get the telephone number!
- ◆ Make positive first impression! Stand, smile, and make the prospect feel welcome!
- ◆ Discuss your company’s national programs!
- ◆ Ensure your community is clean, green, and sparkling in appearance!
- ◆ Show a clean and comfortable apartment home!
- ◆ Be prepared to overcome objections!
- ◆ Ask for the deposit or other monetary commitment!
- ◆ Make sure the shopper/prospect feels, “Yes, I would lease based on your presentation!”

6. FOLLOW UP!

Many a lease is made on the second or third contact with the prospect. Send a thank you note and/or email immediately. Then follow up with a phone call within 24 hours.

Remember, the shopping report is a tremendous training tool. Enjoy and benefit from the valuable feedback it provides. It is also your opportunity to SHINE! So go ahead and strut your stuff!

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