

Score BIG With Follow-Up!

Want to create a predictable stream of prospects who rent? In the long run, sales follow-up is more cost effective than generating new traffic. 81% of follow-up sales occur after five contacts, so be persistent! EPMS has found that less than 40% of leasing professionals are following up with their prospects by telephone, 25% by mail, and less than 10% by email! So step up to the plate and increase your opportunity to WIN that new resident!!

» » *Get Up to the Bat!* « «

- ◆ Before your prospect leaves, establish how and when you will get in contact (email, phone, mail). The key here is that you ask which method he prefers and that he establishes the ground rules. *“John, I understand that you need some time to make a decision about making XYZ your new home. I’d like to keep in touch with you in the event that you need more information. Would you prefer that phone or email you to touch base?”...“Great! You’ll hear from me this week!”*

» » *Run the Bases!* « «

- ◆ Don’t call or email “just to see if you’ve made a decision yet” or to “check-in”. This kind of message puts the prospect on the spot and it assumes that he has all of the information he needs to make a decision. Ask if he has any questions or tell him something you “*may have forgotten to mention*” during his visit.
- ◆ Tie your message to what you already discussed during the tour whether it be a particular apartment/floor plan, features he loved, timing of his move... This lets him know that you listened and you care enough to continue the relationship. *If you don’t have new information to offer create urgency about availability or a special incentive or simply reiterate your desire to have him as a resident at your community.*
- ◆ When following up, your message should always help your prospect take the next step. It’s a call to action. *“John, I just wanted to update you about the availability of apartment #1-304. This apartment has been leased since we last spoke but I do have a similar apartment coming open for your time frame. Same great features...fireplace, 2nd floor, attached garage...all the things you indicated are important to you. With your permission, I’d like to put this one on hold for you and I’d need to know by tomorrow. Could you let me know if this works for you? I can be reached at.....”*

» » *Hit a Home Run!* « «

- ◆ ALWAYS do what you say you’re going to do. If you say, *“I’ll touch base with you on Saturday.”* be sure that you do so. Your credibility is at stake!
- ◆ Email messages can be sent anytime provided that you give your prospect enough time to get the message and react to your call to action. *When sending an email to your prospect for the first time, be sure to call and leave a quick message letting them know that you did so.* Your message could easily end up in the prospect’s Junk or Spam file due to security restrictions in place.
- ◆ Timing for telephone follow-up is important. If you have a work number, it is best to call during those hours. If you have a home number, it is best to call after work hours. If you have a cell phone number, your choices are more flexible. Remember, if the prospect chooses for you to follow up by telephone ask, *“What’s the best time to reach you at this number?”*
- ◆ When you reach a prospect by telephone, be sure to ask him if he has a minute to talk before starting the conversation. If he’s busy, schedule a specific time to call back.

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