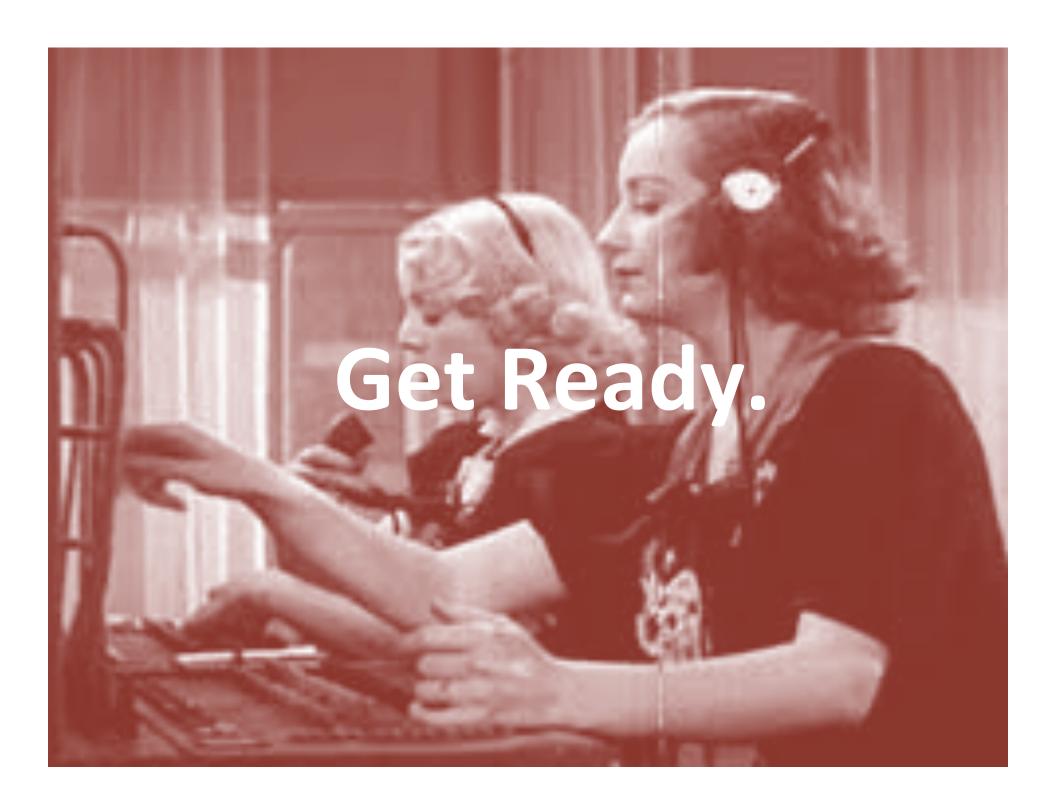


Get the PHONE!!



First easy way to get eliminated...

Don't answer the phone.



Describe a Floor plan you have available. Write it down.





First impressions do count.

Even on the phone.

You have 30 seconds.

How will you connect?

(Or will your client be on hold for the first 30 seconds?)

Keep It Real! Keep it Happy!



Nothing is more lovely than hearing one's own name... Unless it is used over and over and over again...



Ask Smart Questions

What do you have to have?

Are you making a list?



What have I missed?

Can we get specific? Is there anything in particular you would like to know about our apartments?



Last Impressions are Lasting.

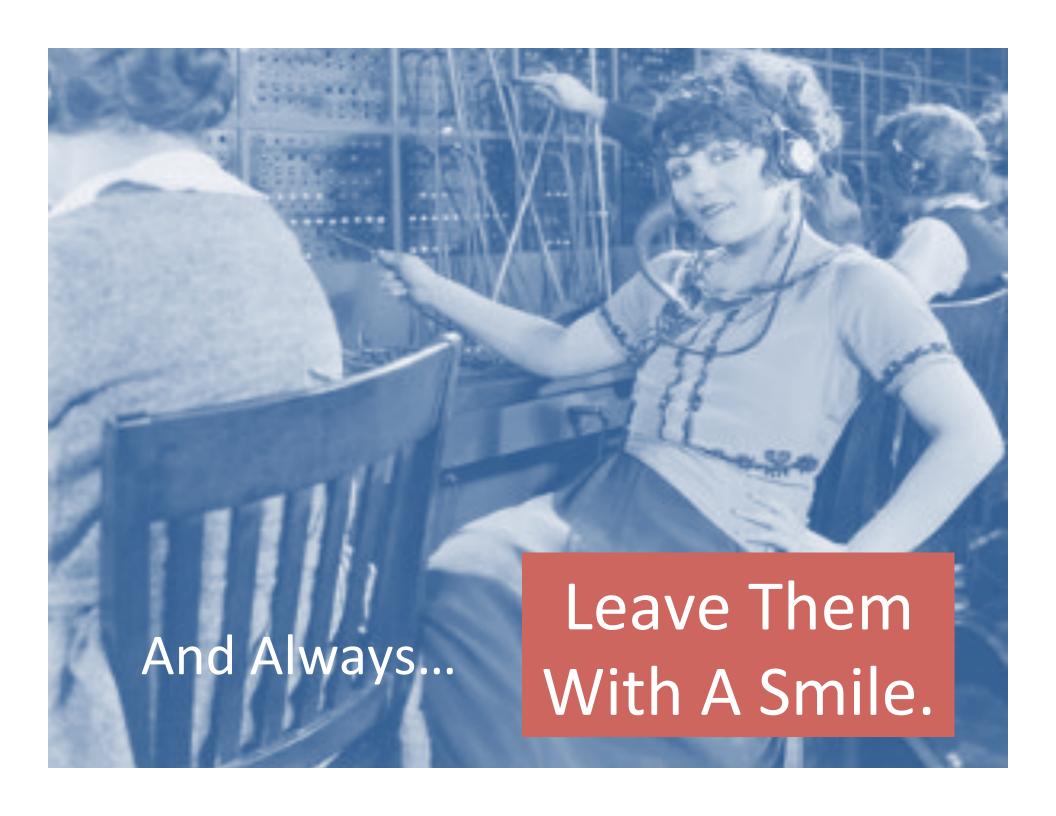
"Is there anything else I can do?"

"I'm really glad you called us!"

"Thank you so much for taking the time."

Let the caller hang up first.







The middle of the road is where the white line is, and that's the worst place to drive.

Robert Frost



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