

# Join Us Now...

## Overcoming Objections

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# The Ellis Companies

Enhancing Employee and Customer Experience

*Your industry partner for over 30 years*

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

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Thank you for joining us today!  
Want to learn more?



Danielle Walker  
Director of Sales & Marketing  
Ellis Partners in Management Solutions  
Edge2Learn  
dwalker@epmsonline.com  
847-707-2472

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[Twitter.com/EPMSOnline](https://twitter.com/EPMSOnline)

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# Join Us Now...

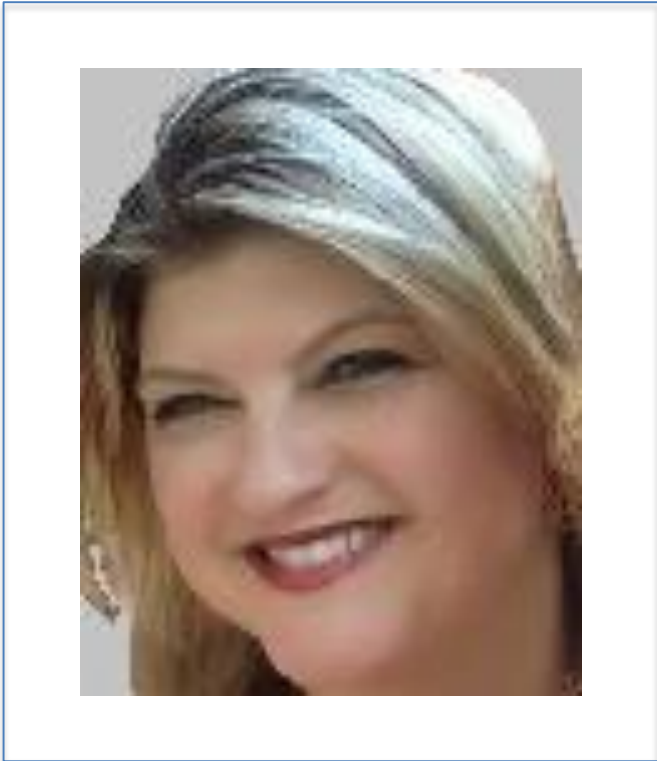


## Overcoming Objections

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# MEET YOUR SPEAKER

## Danielle Walker



- **Leasing Consultant in the 90's**
- **Experience in onsite in sales, marketing & operations**
- **Formerly a Regional Marketing Manager and Director of Education**
- **Now Director of Sales & Marketing at EPMS**
- **Danced on a piano in Super Bowl XXII half time show**

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**NOTHING**

**WILL EVER BE ATTEMPTED**

**IF ALL POSSIBLE**

**OBJECTIONS**

**MUST FIRST BE**

**OVERCOME.**

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# Overcoming Objections

An objection is not a rejection; it is simply a request for more information.

*Bo Bennett*





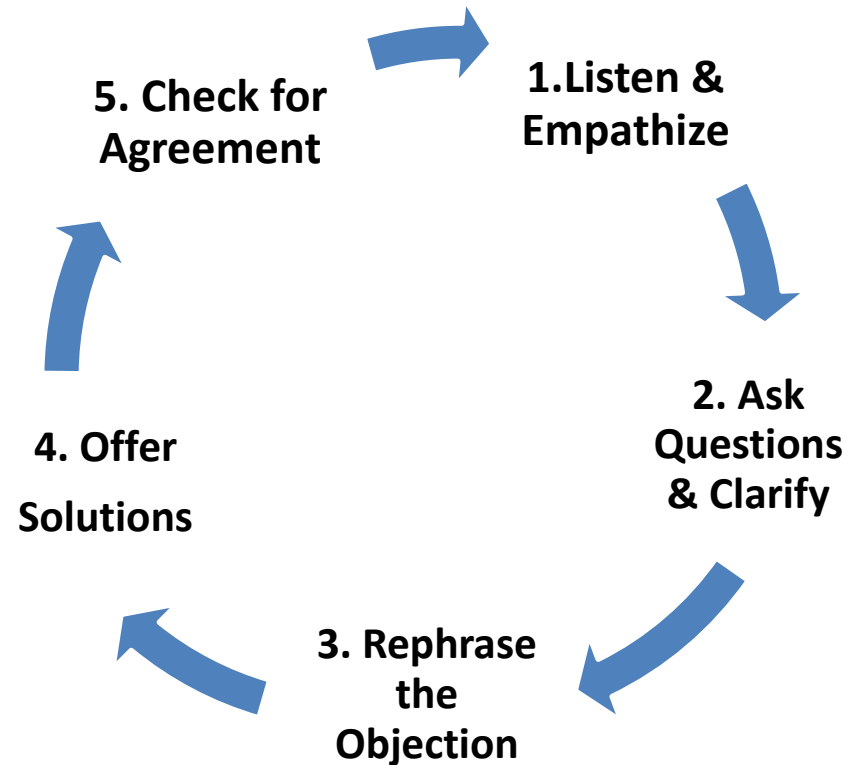
KEEP  
CALM  
AND  
HANDLE  
OBJECTIONS

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# Overcoming Objections

## 5 Steps for Handling Any Objection



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# Overcoming Objections



#1 - "I'm just not sure I can afford the rent."

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#2 “There are brand new apartments within a mile, and they are only \$60.00 more per month.”

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#3 “You don’t have a washer and dryer in my apartment?” or “The washer and dryer are in the bedroom, seriously?”

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# Overcoming Objections

The screenshot shows the Renter's Voice website. The header is teal with the logo 'RENTER'S VOICE' and the tagline 'Apartment Reviews for the Renter, by the Renter'. Navigation links include 'HOME', 'SEARCH FOR APARTMENT REVIEWS', and 'FAQ'. Social media icons for Facebook, Twitter, Google+, and a notification bell with '50' are present. A green sidebar on the left contains a person icon and a speech bubble icon.

**RENTER'S VOICE**  
*Apartment Reviews for the Renter, by the Renter*

HOME | SEARCH FOR APARTMENT REVIEWS | FAQ |

**Renter's Voice**, an apartment rating and review site, provides the most objective and comprehensive information for apartments for rent across the country. The information on this site is collected from a variety of sources to provide an in-depth view of each apartment community so you can make an informed decision about your next apartment home.

**Top Resident Reviews**

★★★★★ **The staff is amazing!**  
"These are great apartments in a great area. They are a bit older and that brings some issues, but the maintenance and office staff are always friendly and quick to respond to such issues. I have loved my time here and will always recommend it to others."

**Write and Read Apartment Reviews**

Reviews By State

#4 "I've read your reviews online and to be honest. I'm a little worried."

# Overcoming Objections



#5 “This carpet (or appliances, cabinets, etc.) is old. It really needs to be replaced.”

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# Overcoming Objections



#6 “I really need to discuss this with my partner (husband, roommate, etc.)”

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#7 “The living room (or kitchen or bedroom) is just too small. My furniture won’t fit.”

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#8 “I’m not really sure about the neighborhood.”

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# Neighborhood Worksheet

Remember, knowledge is power!

You should know every positive thing about your neighborhood and be prepared to share it. If you don't live in the neighborhood, take some time and explore it.

Schools – the name and address

Elementary school

---

Middle school

---

High school

---

Know the school ratings. If they have a good rating-offer that information.

Closest Grocery Store – name and address

---

Public Transportation – Bus Stops / Train Stations, etc.

You can even offer bus / train schedules (print them off the Internet)

---

Nearest Walking or Jogging Path

---

Nearest Park with Playground Equipment

---

Nearest Dog Park if you allow dogs

---

Most Popular Restaurants – within walking distance/or driving distance

---

Nearest Mall / Movie Theatre – name and address

---

Nearest Drive Through Coffee Shop – name and address

---

Think about all the things you like to do or need to do in your neighborhood. Put together a flier that you can have on hand when you are touring prospects. If you sell your neighborhood by knowing all the excellent features about it, prospects will want to rent at your community in your neighborhood.

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#9 “I’m just not ready yet. This is the first apartment community I’ve toured.”

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# Overcoming Objections



## Market Survey

- Create a spreadsheet
- Make a competitor list with the different types of apartments (1b.1b & Sq. footage)
- Collect the data
  - websites, call and stop by their leasing office

#10 “Springfield Station is running a special of no deposit and 1 month free. Do you have any specials?”

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# What Do You Need in Your Market Survey?

- Name of the community
- Address
- Phone Number
- Website
- Floor Plans
- Prices
- Square Feet
- Amenities
- Specials

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# Overcoming Objections

**BR**  **GHT**  
I D E A S

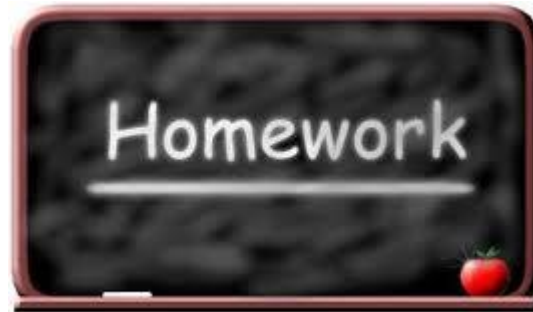
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# Overcoming Objections



- I** Identify the Real Objection
- D** Discover Your Competition
- E** Explore Your Sister Communities
- A** Analyze Your Brand Advantages
- S** Suggest Solutions

# Overcoming Objections



Create a Market Survey / Binder with your top 3 competitors!

Create a Market Survey / Binder with your 3 closest sister communities!

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**Questions?**



# Upcoming Webinar



Quit Boring Content

*Thursday, May 11, 2017*

*1:00 PM – 1:30 PM CT*

Register at [www.epmsonline.com](http://www.epmsonline.com)

Presenter: Misty Sanford

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Twitter.com/EPMSOnline

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