

10

BASIC CLOSES

For the Onsite Leasing Presentation

01 TRIAL

A pre-close used to measure the prospect's level of interest:
"How do you think you will arrange your furniture?"

02 DIRECT

When you know you have the agreement of the prospect, ask DIRECTLY for the lease:
"Do you want to leave a deposit and complete the application?"

03 WHICH

Offer the prospect an option or choice between two apartments:
"Which do you prefer...the downstairs apartment with the pecan-colored carpet or the upstairs location overlooking the tennis courts?"

04 SUMMARY

Recap or summarize the prospect's needs, demonstrating how the apartment community meets those needs:
"...to summarize, it appears that Inwood Green has everything you are looking for!"

05 ASSUMPTIVE

Take the position that there is no question about whether or not the prospect will lease. Rather than asking for the lease, ASSUME it:
"Phillip, while you are completing the rental application, I will be preparing your lease. Then we'll be set to move you in this weekend!"

06 IF I COULD, WOULD YOU?

Offer to do what it takes to overcome a prospect's objection, but only if he commits to take the apartment up front:
"If I could convince the Manager to replace the carpet, would you take the apartment today?"

07 URGENCY

Imply a shortage of some sort to create urgency in the mind of the prospect to lease an apartment right now:
"This is the first one bedroom located downstairs off the pool we have had in months. They don't often come available!"

08 HOLD

This "last resort" close should be used only as a prospect is walking out the door without leaving a deposit:
"I know you really like apartment #234. It will go really fast. I can take the apartment off the market until 5:00 pm today with a \$50 Hold Deposit."

09 INCENTIVE

Use this close as your last card to encourage the prospect to commit:
"And today only, I can offer half off on the deposit, if you complete an application right now."

10 TEAM

Two members of the office team use their combined skills to contribute to the closing of the rental prospect:
"I could not help overhearing your concern about the rental rate. I had a prospect lease yesterday who had been to every community in this area. He leased here because he felt it was truly the best value."

Mystery Shops, Resident Surveys & Training

Mystery Shops



Mystery Shops: Phone, Onsite, Video, Internet



Exclusive Ellis Quarterly Benchmark Comparison Participation



Training Tips, Performance Enhancers & Complimentary Sales & Customer Experience Webinars



Multi-level Reporting and Customer Dashboard

Resident Surveys



Resident Surveys on 5 Touchpoints: Lead Conversion, Move-In, Service Request, Pre-renewal, and Move-Out



Social Sharing Tool for Increased Reviews & SEO



Multi-level Reporting and Customer Dashboard

Training



In-Person and Web-based Training Seminars led by Experienced Industry Professionals



eLearning: Fundamentals, Compliance, Fair Housing, LIHTC, and more (Edge2Learn)



Online Performance-based Training Based on Ellis Shop Scores (Edge2Learn)