

# LEASING “10 in 30”

July 28, 2016



**Rommel Anacan**

President | The Relationship Difference





Live Tweet!  
@rommelanacan  
@EPMSOnline  
#EPMSOnline

A man wearing a brown fedora hat and black-rimmed glasses is smiling broadly, showing his teeth. He is wearing a dark suit jacket over a white shirt and a blue tie. He is looking towards another man whose back is to the camera. The background is a blurred outdoor setting with many people, suggesting a large gathering or event.

LEASING 10 in 30

July 28, 2016

Leasing Hack #1 | The Mindset  
Stop “Selling” and Start “Attracting”



Leasing Hack #1 | The Mindset  
Stop “Selling” and Start “Attracting”

A man in a light blue suit and tie is smiling while talking on a mobile phone. He is sitting at a desk with a laptop in front of him. The background is a blurred office setting with windows.

LEASING 10 in 30

July 28, 2016

## Leasing Hack #2 Develop a Phone Voice



This is what most people sound like on the phone

LEASING 10 in 30  
July 28, 2016

Follow the DJ!



LEASING 10 in 30

July 28, 2016



Listen to your calls



Leasing Hack #3 | The Response  
“I’d be happy to help you with that! Who am I speaking with? And just in case we get cut off what is your phone number?”

# TWENTY QUESTIONS

LEASING 10 in 30

July 28, 2016

## Leasing Hack #4 | The Ask to Ask

“So that I can give you the most accurate information, is it okay if I ask you a few questions...”



## Leasing Hack #5

“What if I don’t want to make an appointment??”



## Leasing Hack #5

“We always welcome walk-in clients! However, what I would recommend is that you give me a call about 30 minutes before you think you’ll stop in so that I can make sure someone is here to help you. Our office can get really busy and I would hate for you to have to wait when you get here!”



# PAIN ASSESSMENT TOOL

0 1 2 3 4 5 6 7 8 9 10

No Pain

Mild

Moderate

Severe

Very Severe

Worst Pain Possible



0

1-3

4-6

7-9

10

Leasing Hack #7

Find the PAIN! Ease the PAIN.



Leasing Hack #8 | Small Talk Tips

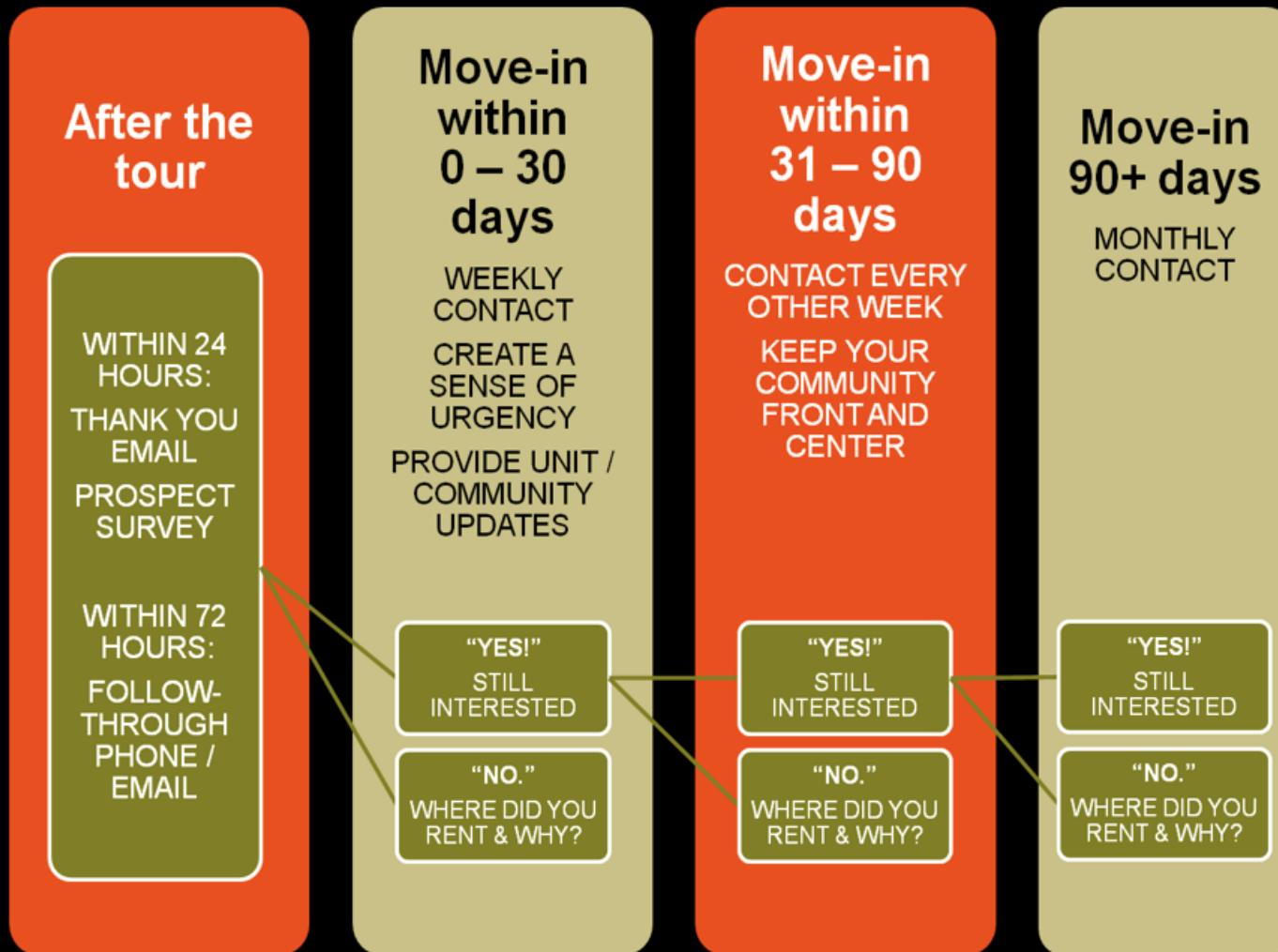
**F.O.R.M.**

Family Occupation Recreation Message



## Leasing Hack #9 | The Last Resort

“Are you specifically and only looking for a \_\_\_\_\_ or are you able to consider other options? Here is why I ask...”



## Leasing Hack #10

# Develop a Consistent Follow-Up Strategy

LEASING 10 in 30  
July 28, 2016



Bonus Leasing Hack!  
Learn from a “RomCom”

# LEASING “10 in 30”

July 28, 2016



**Rommel Anacan**  
**President | The Relationship Difference**

**W: [www.RelationshipDifference.com](http://www.RelationshipDifference.com)**

**E: [Rommel@RelationshipDifference.com](mailto:Rommel@RelationshipDifference.com)**

**T: [@rommelanacan](https://www.instagram.com/rommelanacan)**

**FB: [facebook.com/relationshipdifference](https://www.facebook.com/relationshipdifference)**

**Instagram: [rommelanacan](https://www.instagram.com/rommelanacan)**

Thank you! Want to learn more?

Danielle Walker  
dwalker@epmsonline.com