

# Join Us Now...



## *12 Current Trends in Sales That Should Drive Your Leasing!*

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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

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



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# MEET YOUR SPEAKER

## Susan Weston



- Susan has operated The Susan Weston Company since 2010, consulting and training in the multifamily industry.
- She has over 30 years in executive capacities in Operations, Human Resources and Learning & Development.
- Susan is a Certified Apartment Manager
- Certified Apartment Portfolio Supervisor
- Subject Matter Expert for the National Apartment Association Education Institute
- A member of NAAEI Senior Faculty and a licensed Texas real estate broker.
- When I graduated from college, I just **KNEW** I never wanted to teach – and teaching has been a game-changer for my career!!

# Want to Lease More Apartments?



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# Selling Power<sup>®</sup>

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# Consumers and Why they Buy

Journal of  
**Marketing**



**\$1,650**





# SUBSCRIPTIONS



# BUNDLES



# Rebates

# WARRANTY

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99¢

# Do you want



# fries

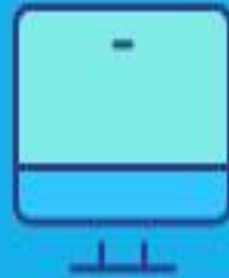
# with that





A close-up photograph of a man's torso. He is wearing a white dress shirt and a brown patterned tie, which he is pulling open with both hands. Underneath, a blue t-shirt is visible, featuring the letters 'SME' in a large, white, sans-serif font. The background is a clear, light blue sky.

**SME**







**77%**

Customers expect faster customer service and support in service area experiences



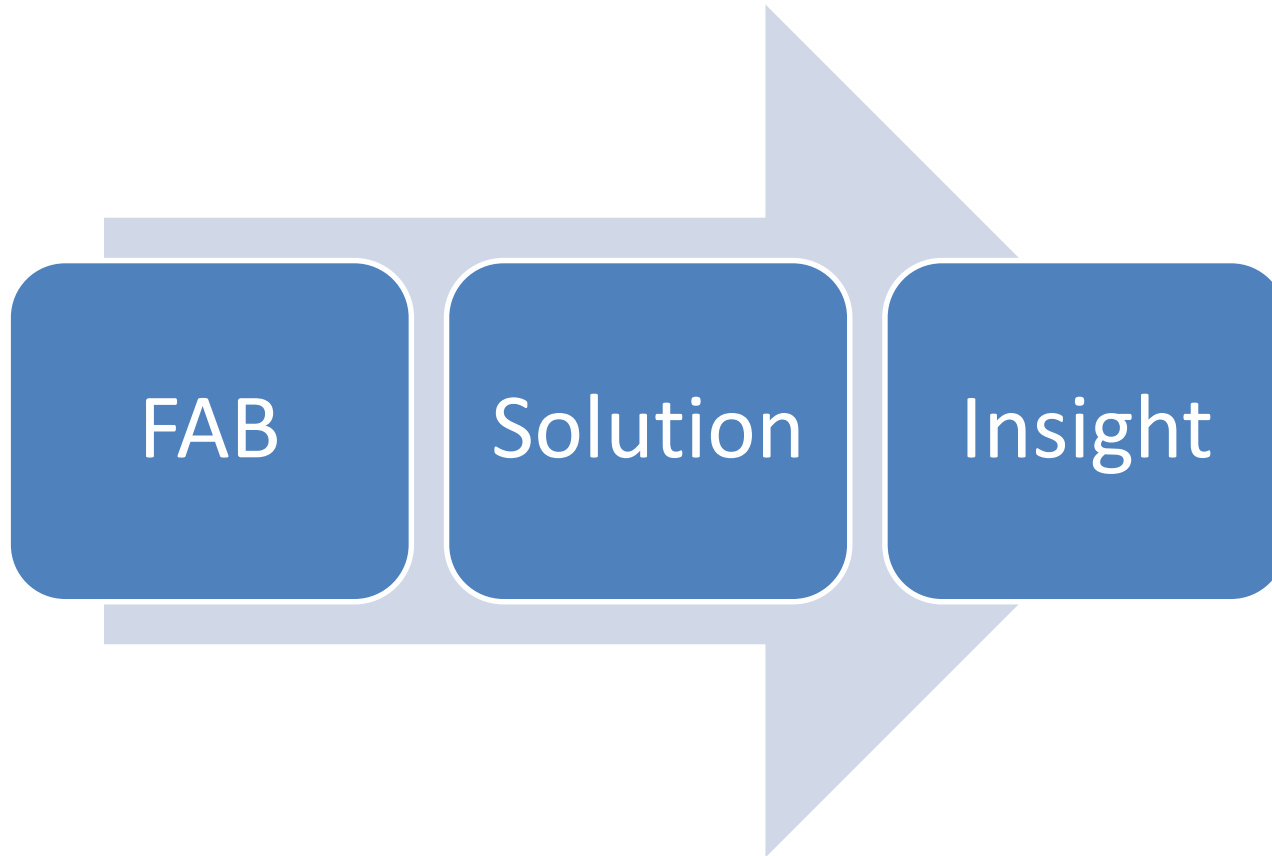
**75%**

Expect simpler and more convenient service purchases



**62%**

Expect more knowledgeable and better trained customer representatives.





**Sales.**



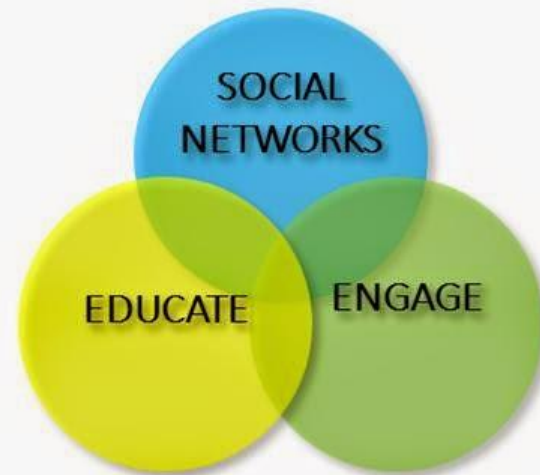
**Marketing.**

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## OLD SALES MODEL

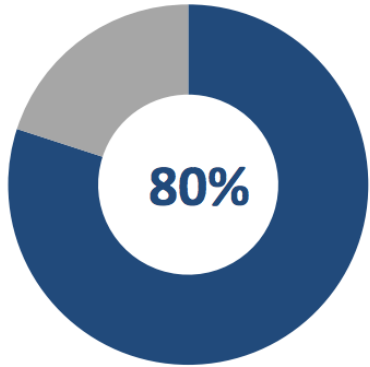


## NEW SALES MODEL

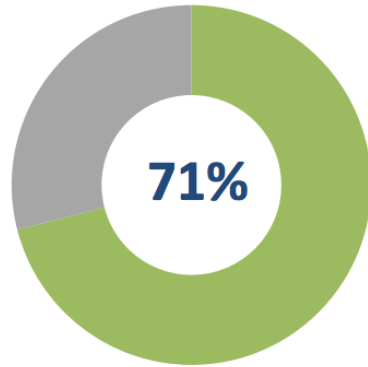


# THE ON-DEMAND BUSINESS FRAMEWORK

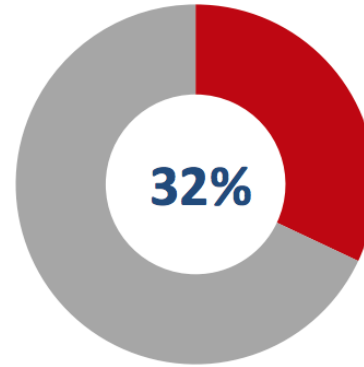




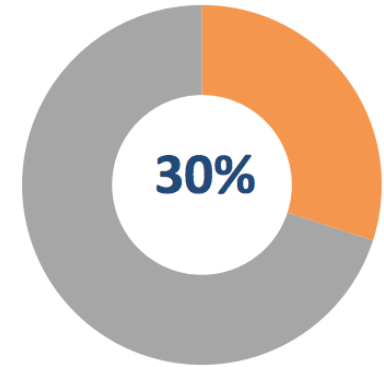
**Facebook**



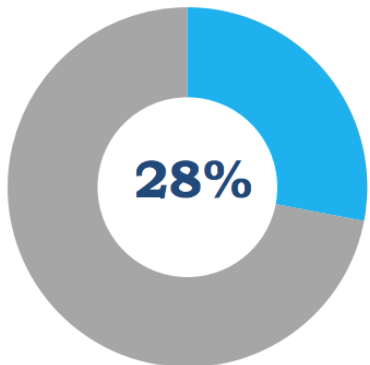
**LinkedIn**



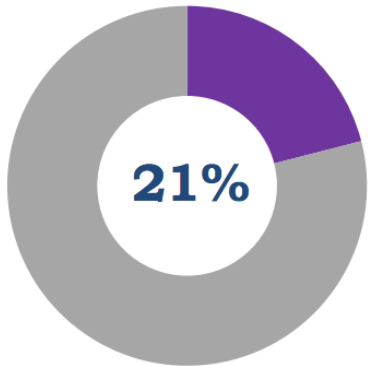
**Google+**



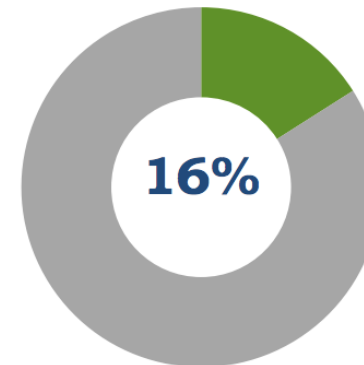
**YouTube**



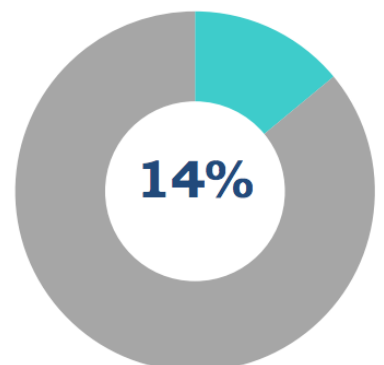
**Twitter**



**Pinterest**



**Real Estate  
Blogs**

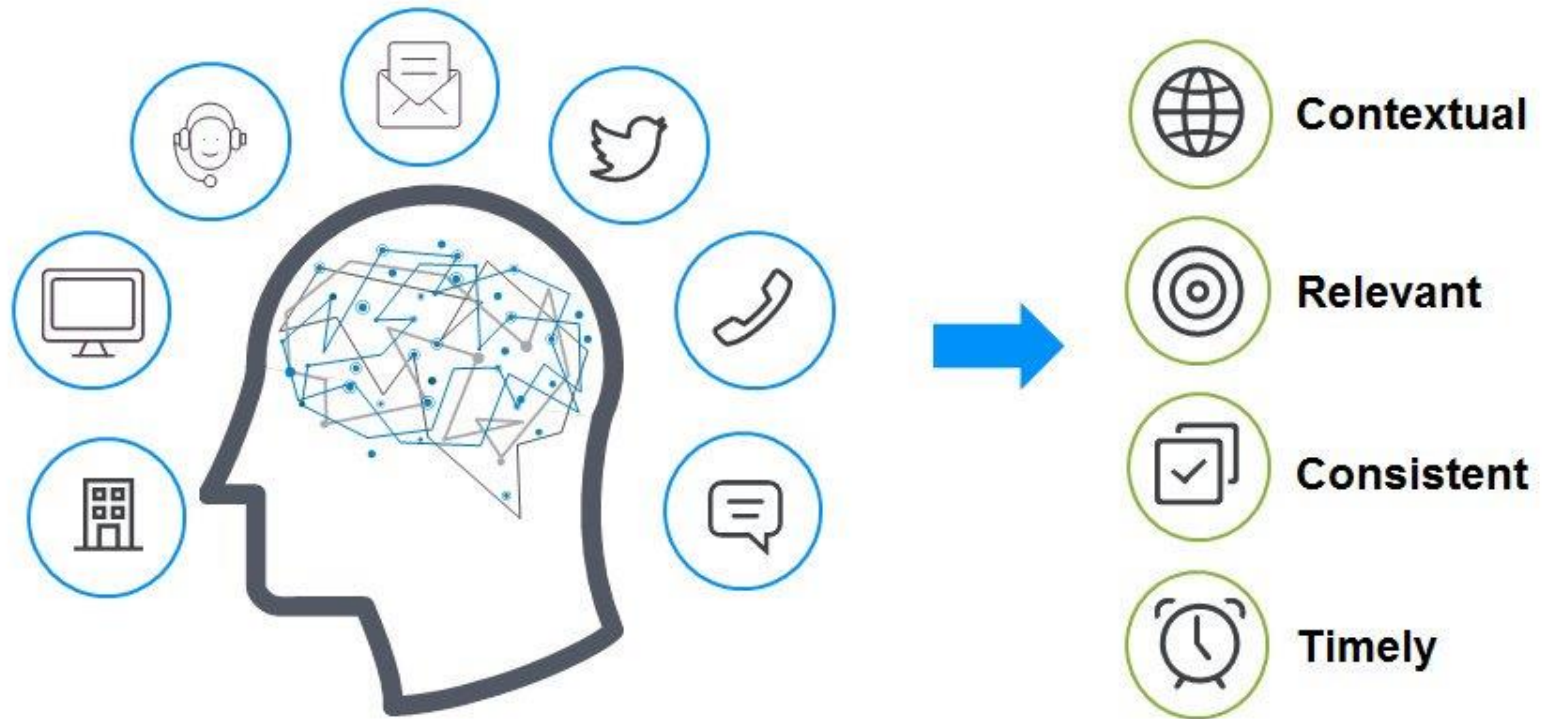


**Instagram**

Source: Center for REALTOR® Technology Survey

# The Customer Decision Hub

## A Single Customer Decision Authority Across Channels









# Dashboard

 **79**  
Prospects

[View Details](#) 

 **147**  
Messages

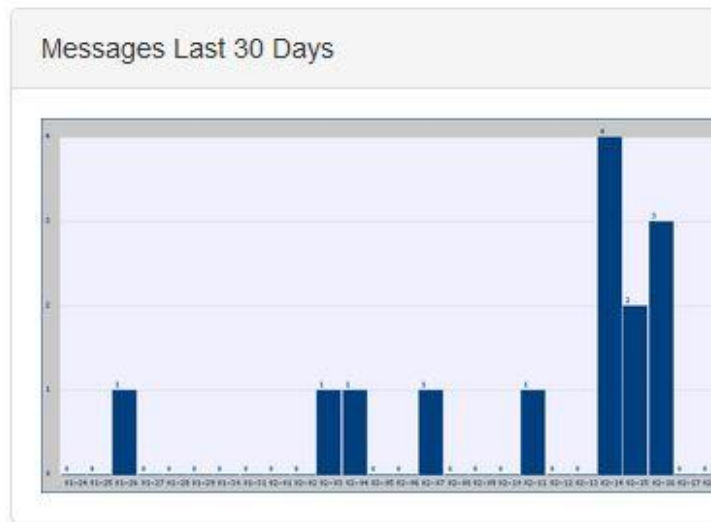
[View Details](#) 

 **111**  
Monthly Visitors

[View Details](#) 

 **Property**

[View Details](#)





Workshop

Development

Skills

Coaching

Knowledge

Teaching

**TRAINING**

DECIDE.

COMMIT.

SUCCEED.



**Questions?**

# Upcoming Webinar

*Stop The Stinkin' Thinkin' Part II!*

*Thursday, November 8, 2018  
1:00 PM – 1:30 PM CT*



Presenter: Maria Lawson

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

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