

# Join Us Now...



## Leasemakers Series Part 1: The Telephone Call!

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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?



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## Leasemakers Series Part 1: The Telephone Call!

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# MEET YOUR SPEAKER

## Rick Ellis, CAM, CPM



- Mr. Ellis has been intimately involved in the apartment business for over 36 years.
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- He founded a management company called Ellis HomeSource, AMO.
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX.
- A fun fact about Rick - he is a former minister. He has performed marriage ceremonies for a number of couples in our apartment industry for the last 25 years.

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# MEET YOUR SPEAKER

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- Rick has been intimately involved in the apartment business for over 36 years
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- Rick manages 300 homes thru ELLIS HomeSource Property Management, AMO
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX
- A fun fact about Rick he is a former minister. He has performed marriage ceremonies for a number of couples in our apartment industry over the last 25 years.

## AND...as we all know:

**Rick Ellis**

**LOVES**



***Monday!!!***

# **Rick Ellis.... the 5<sup>th</sup> Beatle?**

Who  
knew...







# ***Good Tuesday!***

***Your Presenter:***

***Rick Ellis,  
CPM***



# Wife & Friend Diane







**Diane**

**Rick**



# Two Sons



J.R..

Phillip





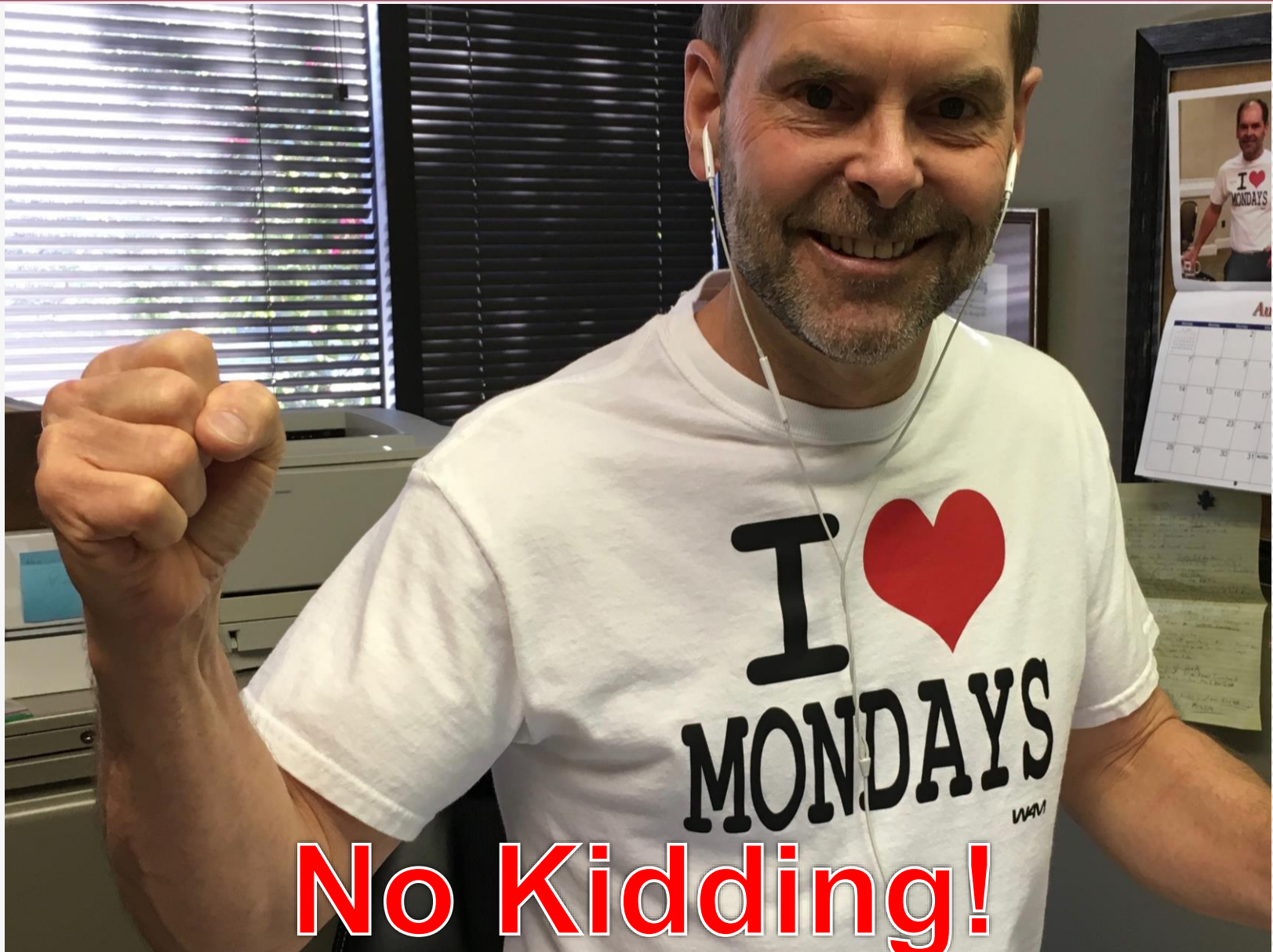
BREE

Marley

214-734-5125



# Rick LOVES *Monday!*



## No Kidding!



# Monday Hater!!

**Some dread  
Monday so  
much  
they ruin  
Sunday!!**

(by dreading  
Monday!!)

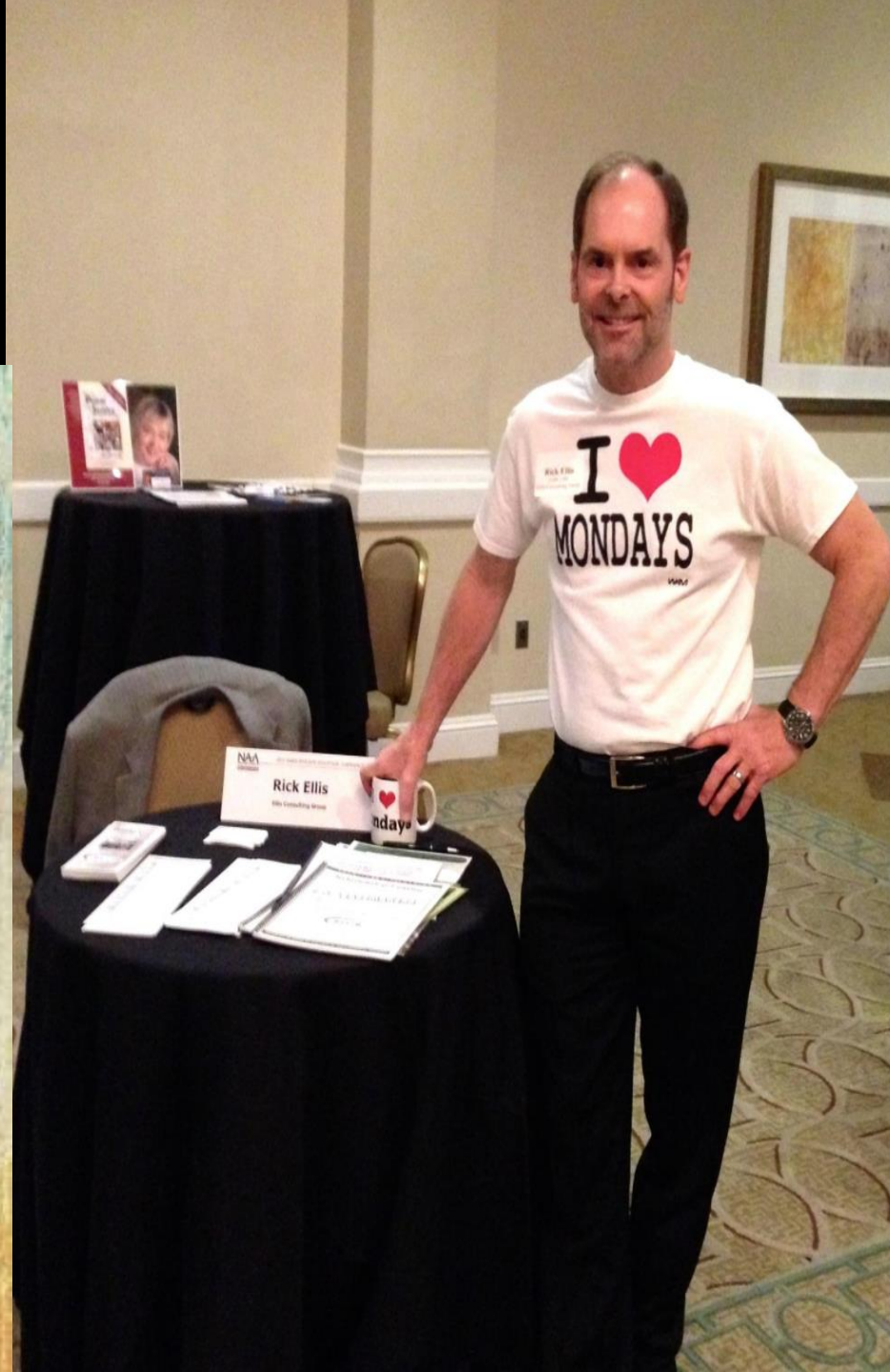




Monday is the  
Great Do-Over!

**MONDAY IS THE  
PERFECT DAY TO  
CORRECT LAST  
WEEK'S MISTAKES.**

**GOOD MORNING!**





# Rick Ellis

## Loves coffee!





















# Just Kidding!





A man with glasses and a black t-shirt is standing in an office, waving his right hand. He is wearing white earbuds. Behind him is a window with blinds, a printer, and a bulletin board with various items pinned to it, including a calendar for August 2016 and several photographs. To his right is a desk with a multi-line office phone and some papers.

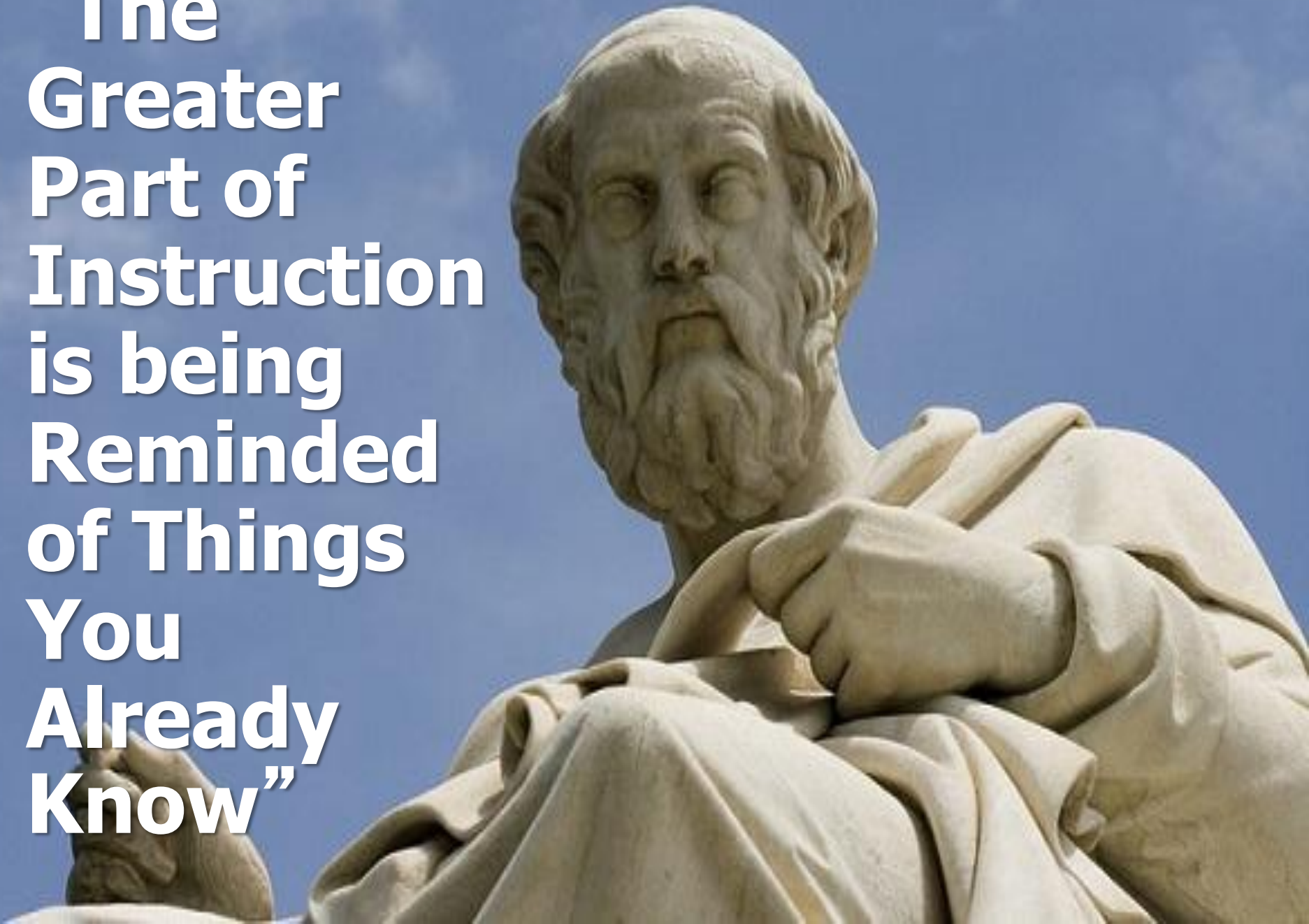
The REAL Rick Ellis...Presenting  
to you HERE and NOW!

# Do You Have All 3 Handouts?

1. **LEASEMAKERS #1** - 6 page handout
2. **Welcome Guest Card** 2 page pdf / template
3. **Cue Card** – Essential Qualifying Questions



**“The  
Greater  
Part of  
Instruction  
is being  
Reminded  
of Things  
You  
Already  
Know”**



A man with glasses and a black polo shirt is standing in an office, looking down at a laptop. He is wearing white headphones and has his right hand raised in a gesture. The office background includes a framed certificate on the wall, a colorful abstract painting, and various papers and a telephone on the desk.

**OK...Let's Rock & Roll!!!**



Page **1** in Handout

# **LEASEMAKERS** **Part I**

**P**owerful **T**elephone  
**T**echniques

# A Most Qualified Prospect:

1. They like *You*, the Leasing Professional!
2. The Rental Rate is Acceptable
3. The Location or Neighborhood of your Property is OK!
4. And the apartment Community Looks and “Feels” Appealing



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PLUS...The Telephone  
Prospect tends to be  
more stable and  
dependable!

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What About the  
Internet Lead???

Telephone Call  
Wannabe!

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**Page 2 in**  
**Handout**

# Your #1 OBJECTIVE for handling a Telephone Inquiry:

Get the Phone Prospect  
to the Property...

Right Now!

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# Right Now!



I said  
**RIGHT NOW!**  
**RIGHT NOW!**

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# Reaching Your #1 Objective:



1. They need to VISIT the apartment community.
2. Set an appointment
3. Don't be quick to disqualify!
4. Don't just give out information...

**Get the Prospect to Your  
Property...**

**Right NOW!**

**RIGHT NOW**

**I said**

**RIGHT NOW!**

**RIGHT NOW!**



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**Page 3 in**  
**Handout**

Page 3 in Handout

The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**FEP**

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# FEP!

1. Friendly

2. Enthusiastic

3. Professional



# Relationship Selling

The Single Words to Best Describe the Ideal Leasing Professional:

1. Friendly
2. Enthusiastic
3. Professional



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**Marley is FEP!!**



Chester. He's NOT so **FEP!**



The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**FEP**

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# 6 Steps...

1. **STOP** what You're Doing
2. **ANSWER** by the 3<sup>rd</sup> Ring
3. **SMILE...** the caller will hear it!

...to a Successful Call

**4. Enthusiastic Greeting**

**5. Warm & Friendly Sound – Positive Attitude**

**6. Be prepared – Have Your Leasing Tools Ready!**

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# Enthusiastic Greeting?

*“Thankoofacalin  
SunshinePartments  
Thisssssuzy  
Howkinlhepyay?”*

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Ya' Gotta Be  
**FEP**

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Sheila...Very **FEP!**



**Page 4 in**  
**Handout**

# Qualifying Questions For Your Telephone Presentation

How much?

Who?

Why?

When?

Where?

What?

# Welcome

Let me get a little information  
so we can better assist you.

Name \_\_\_\_\_ Home / Cell Phone \_\_\_\_\_  
Text OK? ☐ Yes ☐ No  
Address \_\_\_\_\_ Work Phone \_\_\_\_\_  
City, St., Zip \_\_\_\_\_ E-Mail Address \_\_\_\_\_  
Employer \_\_\_\_\_ Occupation \_\_\_\_\_  
Current Apt. Community \_\_\_\_\_ DL# \_\_\_\_\_ State \_\_\_\_\_

## APARTMENT DESIRED

- ☐ Studio / Efficiency  
☐ 1 Bedroom  
☐ 2 Bedroom / 1 Bath  
☐ 2 Bedroom / 2 Bath  
☐ 3 Bedroom  
☐ 4 Bedroom

Moving Date: \_\_\_\_\_

Price Range: \_\_\_\_\_

Number of Occupants: \_\_\_\_\_

Pets: \_\_\_\_\_

## COMMENTS

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## SPECIFIC NEEDS & WANTS

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## TRAFFIC INFO

- ☐ Internet  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
☐ Phone Inquiry  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
☐ Appt. Set  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
☐ Visit  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

## REFERRAL INFORMATION

Our marketing department would like to know how you learned of our community

- ☐ Newspaper: \_\_\_\_\_ Referred by: \_\_\_\_\_ ☐ Apt. Guide: \_\_\_\_\_  
☐ Yellow Pages: \_\_\_\_\_ ☐ Resident: \_\_\_\_\_ ☐ For Rent: \_\_\_\_\_  
☐ Sign: \_\_\_\_\_ ☐ Friend: \_\_\_\_\_ ☐ \_\_\_\_\_  
☐ Internet: \_\_\_\_\_ ☐ Apt. Loc.: \_\_\_\_\_ ☐ \_\_\_\_\_

309301-RE  
ELLIS Consulting Group, Inc.

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972-256-7500

The more information you get from your rental prospect, the more trust you create.

The manual Guest Card is often preferred over an electronic Guest Card that is part of your lease management software.

Of course you must enter the data in your lease management software after the phone call...but this will only take a few moments. 😊



# Follow-up!

- .....
1. Apt. Shown: ☐ Yes ☐ No      Leasing Professional: \_\_\_\_\_
2. Type of Apt. Shown: \_\_\_\_\_  
\_\_\_\_\_  
Type of Apt. Shown: \_\_\_\_\_  
\_\_\_\_\_
3. Special or Incentive Offered: \_\_\_\_\_
4. Apt. Rented: ☐ Yes ☐ No      Address: \_\_\_\_\_
5. Reason ☐ Did or ☐ Did Not lease: \_\_\_\_\_  
\_\_\_\_\_
6. Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. Thank you note sent: ☐ Yes ☐ No      Date: \_\_\_\_\_
8. 24 hour follow-up call: ☐ Yes ☐ No      Date / Time: \_\_\_\_\_
9. Follow-up: \_\_\_\_\_  
\_\_\_\_\_
10. Follow-up: \_\_\_\_\_  
\_\_\_\_\_
11. Follow-up: \_\_\_\_\_  
\_\_\_\_\_

309301-RE  
ELLIS Consulting Group, Inc.

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972-256-7500

Keep up with your former prospects. They will provide you with a good source of future residents!

Prospects who don't lease on their first visit may be ready to lease in the future.

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# Powerful Telephone Techniques “Cue Card”

## *Essential Qualifying Questions*

- **Answer** – promptly, by the third ring.
- **Smile** - the caller will “hear” it.      **Communicate Warmth & Friendliness** – with your tone of voice.
- **Introduce** - “Thank you for calling. My name is \_\_\_\_\_. And you are \_\_\_\_\_?” ***Use the prospect’s name!***
- **Contact Information** - “Can I get your phone number in case something comes up?” “Let me get your email address so we can keep in touch.”
- **Traffic Source** - “Do you work nearby?” “How did you get our telephone number?”
- **Qualifying** - “I want to find the perfect home for you. Do you mind if I ask you a few questions?” **ASK** - “Is the home just for yourself?”; “Will you be bringing any pets?”; “When are you planning to move?”; “What price range are you budgeting for?” “Do you mind if I ask why you are considering a move right now?”
- **Specific Needs** – “Take a moment and describe the type of home you are looking for.” ; “Do you have any special needs or preferences?”
- **Describe** - amenities and services offered by the management company. **Create** – a sense of urgency.
- **Invite** - “When do you think you might come by for a visit? I want to make sure I am here so I can personally assist you.” **Offer** - specific directions. **Confirm** - the appointment time and meeting address.
- **Thank the prospect for calling!**

**Page 5 in**  
**Handout**

# Demonstrating on the Phone

1. Word Pictures
2. Emotional Words
3. Sell a “Specific” Apartment
4. Sell Value
5. Create Urgency





**Page 6 in**  
**Handout**

# Getting the Appointment

## The Funnel Technique

An 'appointment' is a meeting between you and the prospect at the apartment community at a specific day and time!



**Page 6 in Handout**

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# Getting the Appointment...

## The *FUNNEL* Technique



After Work... or... RIGHT  
NOW!?

Saturday... or... Sunday?

3:00pm... or... 1:00pm?

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And Never Forget...  
Ya' Gotta Be

**FEP**

**F**riendly • **E**nthusiastic • **P**rofessional

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**Marley is FEP!!**

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**I hope you  
found the  
webinar  
to be  
*award  
winning!***

**Thanks!!**

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Thank You.

Thank You  
Very Much!

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Questions?





# Upcoming Webinar



Presenter:  
Rick Ellis, CAM, CPM

*LEASEMAKERS Series:  
Part II  
Greeting & Identifying Needs!*

*Thursday, April 19, 2018  
1:00 PM – 1:30 PM CT*

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



Thank You.

Thank You  
Very Much!

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