## "Ringing" In The \$\$\$ 'There goes that incessant phone again!"

Whether it's a Monday morning with reports you know you have to get done or a busy Saturday when you are manning the front lines alone, we've all had that feeling that a ringing telephone in the office is a nuisance... an interruption to more "important" work to be done. But...

## HOW MUCH IS THAT RINGING TELEPHONE REALLY WORTH?

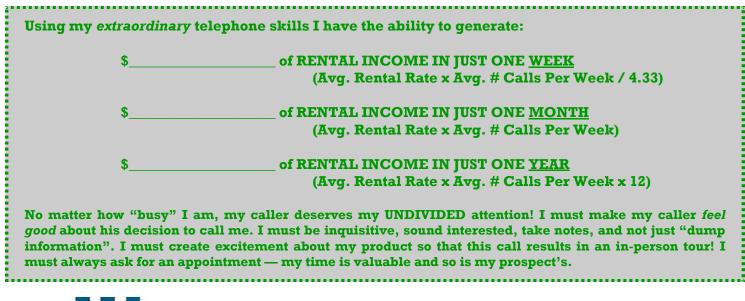
With <u>EACH</u> qualified leasing call per week, look at the potential income!

<b>AVERAGE MONTHLY RENT AMOUNT:</b>	1 Bedroom Unit \$700	2 Bedroom Unit \$1,100
POTENTIAL WEEKLY RENTAL INCOME*:	\$ 161.54	\$ 253.85
POTENTIAL MONTHLY INCOME*:	\$ 700.00	\$ 1,100.00
<b>POTENTIAL ANNUAL RENTAL INCOME*:</b> *Calculations are based on 1 year lease potential	\$8,400.00	\$13,200.00

There's no 'fuzzy math' here! All the numbers are legitimate and worthy of your attention!

While it's not possible to capture every single leasing lead that comes into the community, even at a 15% Call to Lease Conversion Ratio there is still a chunk of change to be had!

Just fill in the card below with the numbers specific to YOUR community's rates and call activity & then keep this handy reminder next to that ringing phone!





Web: <u>www.epmsonline.com</u> Email: <u>sales@epmsonline.com</u> 972-256-3767 - <u>888-988-3767</u>

Leading Nationwide Mystery Shopping for the Multifamily Industry Since 1984