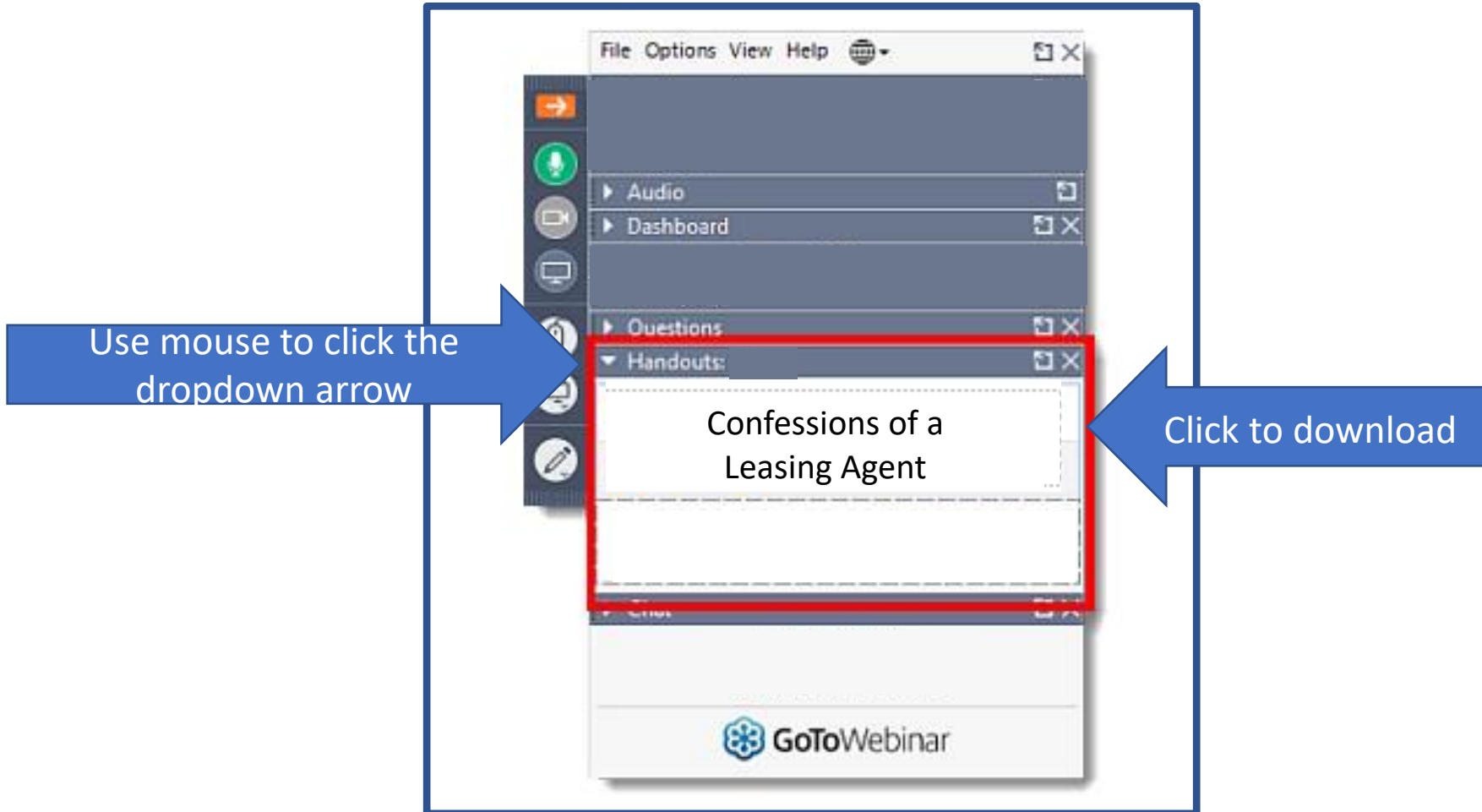


Download Your Handout



Confessions of a Leasing Agent

WELCOME!



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COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. We have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.
Your Partners at Edge2Learn and Ellis Partners

	Precautions for Maintenance		Covid-19 Planning		
Leadership			Working From Home		
Other Resources					
A Partner You Can Trust!			Outside Resources: Learning from Others!		

Thank you for joining us today!

Want to learn more?



Pam Pederson

Director of Engagement and Communications

Edge2Learn

ppederson@edge2learn.com | (317) 881-8511



Today's Presentation!



Meet Your Speaker



Donna Hickey

- Donna Hickey a hybrid of diversity, talent and inspiration.
- She has been in the trenches of property management since 1979; born out of that experience she created a successful full service consulting firm.
- As a top-rated leading-edge agency, it provides training, seminars, company and corporate keynotes as well as soup to nuts unique problem solving solutions for new construction, renovations, marketing and sales.

A laptop is open on a dark, round table. The screen shows a website with a textured grey background. On the left, there is a small, striped sofa with orange and white patterns. To the right of the sofa, the word "RENT" is written in large, bold, white letters. Below it, there are two input fields: "City" and "Budget (maximum)". A "SEARCH" button is located below the budget field. In the bottom right corner of the screen, there is a small white crate with a vase of pink flowers on top. A hand is visible on the laptop keyboard.

Confessions of a Leasing Agent ... The New Normal

Presented by: Donna Hickey



Introductions

www.donnahickey.com

Connect on Facebook & LinkedIn

Lease Like a Pro – Private Facebook Group





AGENDA

5-minute Introduction

Poll Questions

15- minutes on touring

15 – minutes closing
techniques

15- minutes on follow up

Q & A



How has Covid Changed Leasing?

- I have no tours.
- How do i do follow up from a virtual tour?
- We're not showing apartments right now.
- We have self guided tours.
- We are starting in person tours.
- No change at all.

IT'S A Brain Game – Breaking the Habit of Being Yourself





When we have between 50,000-70,000 thoughts per day, this means between 35 and 48 thoughts per minute per person



*Pay Attention To Your
Thoughts First Thing In
Morning*

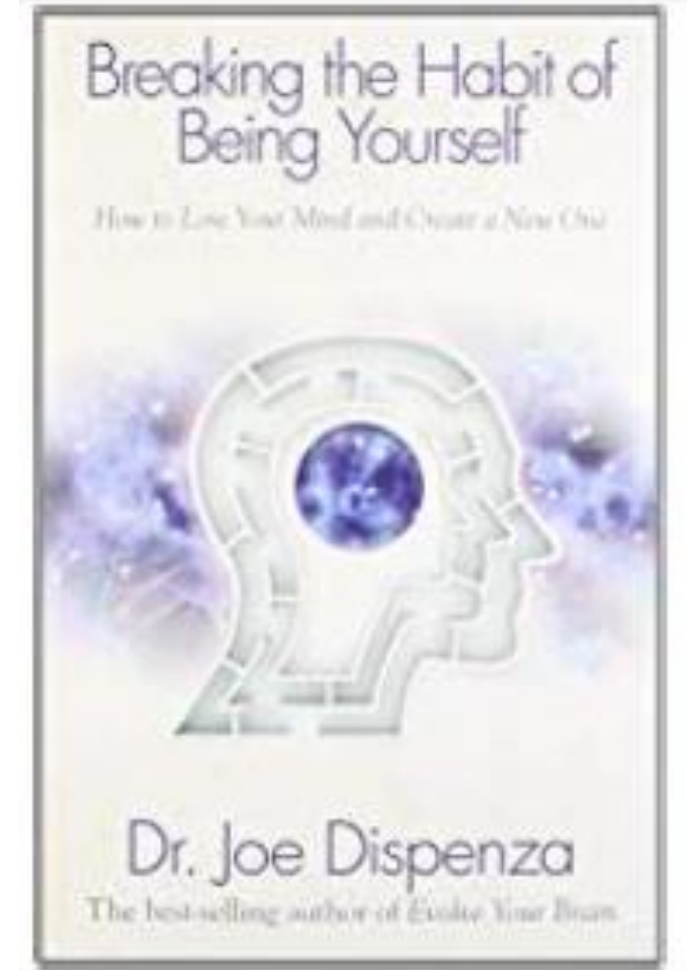
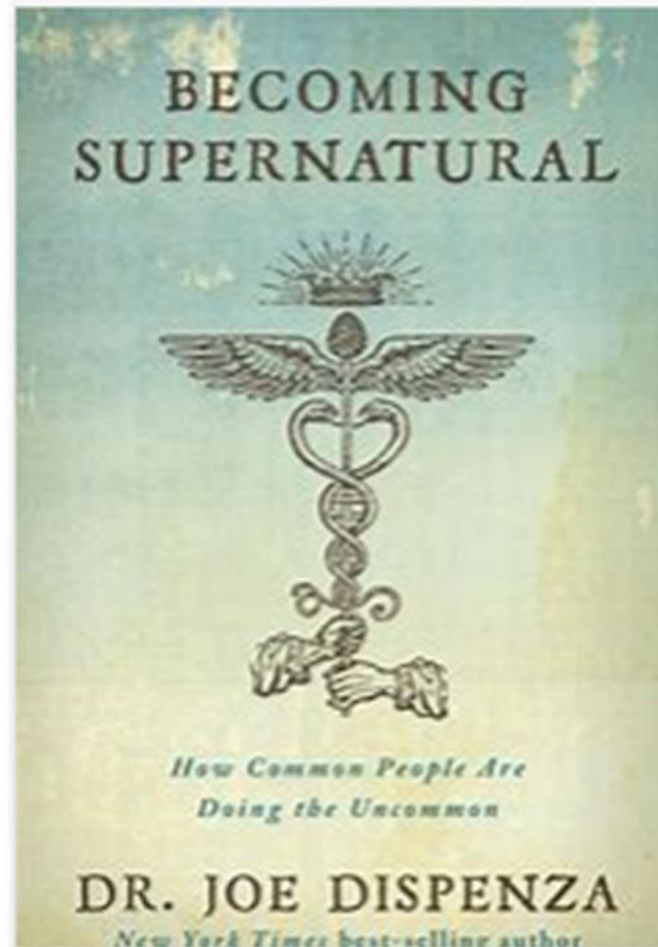
☐ ~~Blame~~

☒ Solution

Continuation of Constant Training



Resources: Changing Habits



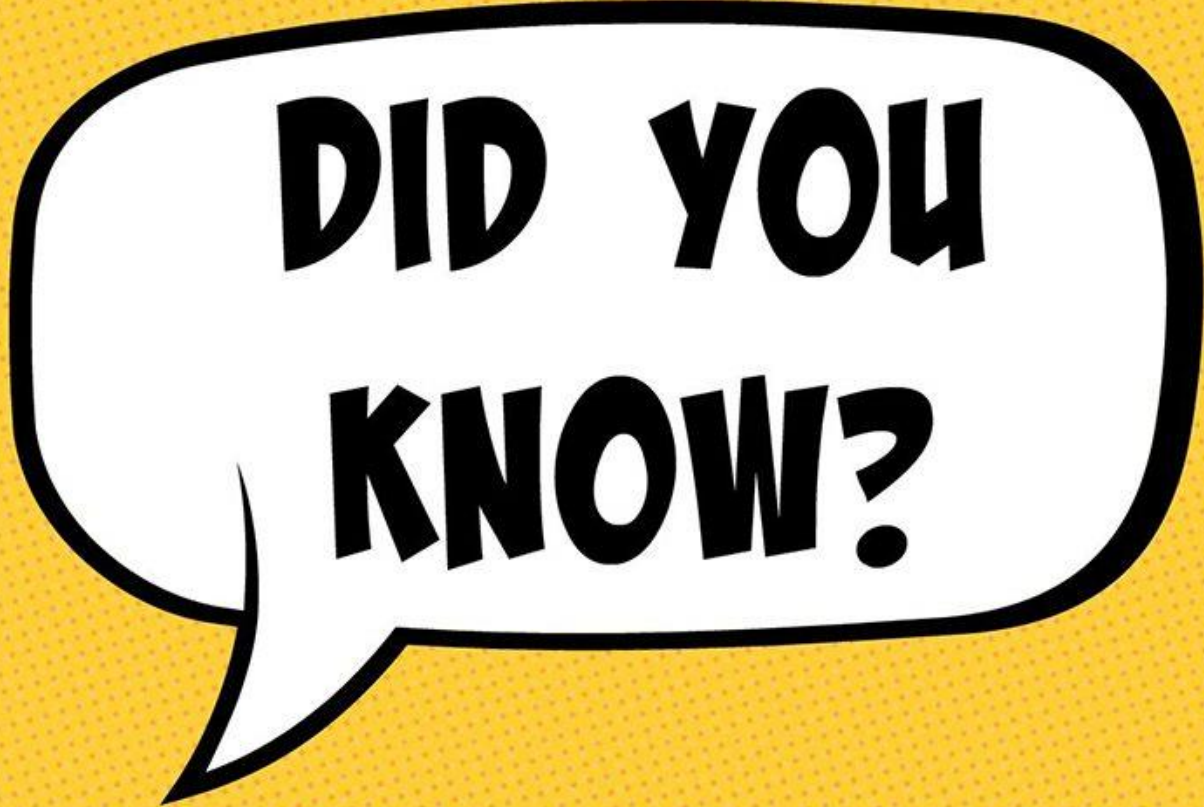
Surface Book



2x more
powerful

MacBook Pro





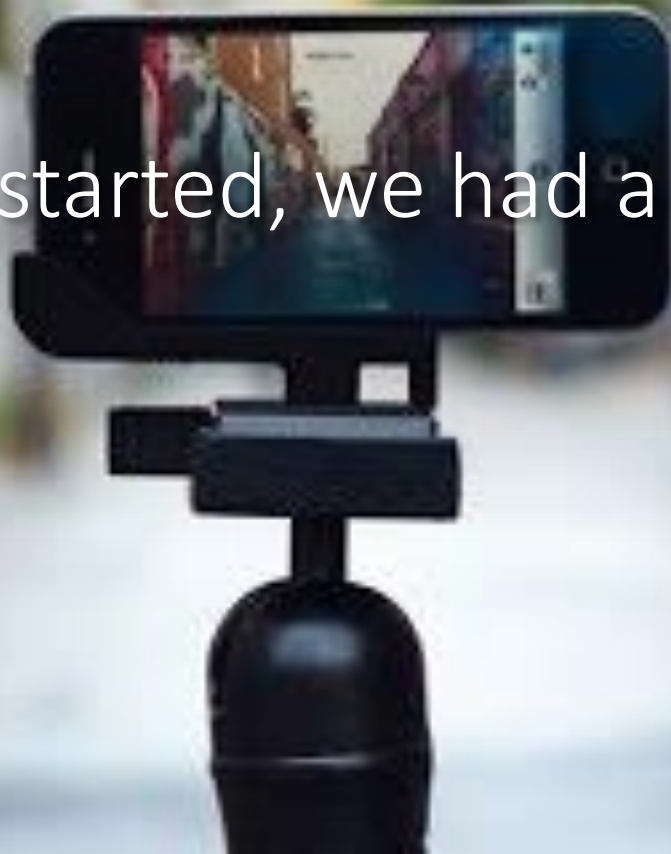
**DID YOU
KNOW?**

- 72% of prospective Renter would rather use Video than any other channel to learn about a product or service.
- 16% of Prospective residents don't want to visit the property at all before they move in . (Kingsley 2019)
- 4X as many consumers would rather watch a video about a product than read about it.
- 73% of marketers say they would create more video content if there were no obstacles like time and budgets.



APARTMENT TOUR

Before we started, we had a contest ...





A Typical NYC Apartment



Quick, cheap ideas to
create compelling videos ...

Facetime Tours





Website and Webinars

The Techniques you need to use...

- Treat any type of video tours exactly how you would treat an in-person tour.
- Use the camera feature so people can see you, this is the face to face human touch.
- Give the full tour, the hallways, the amenities, the laundry rooms, etc.
- Be Engaging, ask them questions, get them to participate.
- Have Fun with this.
- Keep in mind Fair Housing Always.





WHAT'S A SMART TOUR?

Use your phone to get verified, get in, and get a tour - on your own and on your schedule.



Self Guided
Tours

**Keeping it clean
during COVID-19!**





DO YOUR PART

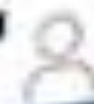
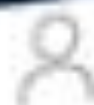
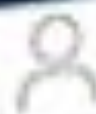
Help Us #stopthespread
Face Covering Required to Enter



APARTMENT COMMUNITY NAME HERE

WE'RE OPEN!

To Help Us Practice the CDC's Recommendations
for Social Distancing, Please Stand 6' Apart



Call or Text
[phone number]

name@emailaddress.com
websiteURL.com



**PLEASE WAIT
HERE**



THANK YOU FOR YOUR PATIENCE









The Closing Techniques

- The Assumptive Close.
- The Summary Close.
- If I Could, Would you Close.
- Over-Coming Objection Close.
- Creating a Shortage Close.
- Look & Lease Close.
- The Bandwagon Close.
- The Ben Franklin Close.



The
Assumptive
Close



The Summary Close

could

If I Could, Would You Close.



Over-Coming
Objection
Close



SHORTAGE



Creating a
Shortage
Close

LOOK & Lease

**Submit your application the
same day you tour one of our
apartments and get
\$100.00 off rent!**

*Restrictions apply.
Prices and specials subject to change.
Call the office for details.
304-429-6388

Look & Lease
Close

Hey, Did You Know ?

Bandwagon

A statement suggesting that everyone is using a specific product, so you should too.



The use of the “**Bandwagon**” technique implies to the audience that it should do/think/feel something since everyone else is doing it.

The effect is meant to be that the audience will be “left out” if it does not do/think/feel as others do.

The Ben Franklin Close





Poll Question

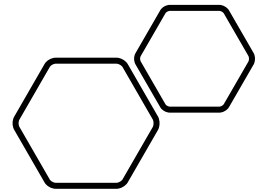
- What's the biggest challenge you are having with Follow Up?
 - No responses from the prospect.
 - Phone
 - Text
 - E-mail
 - Scripted emails/Text
 - Creativity
 - Other (details)








Follow Up as a Career





**KEEP
CALM
AND
ASK
PERMISSION**

A black and white photograph of a wooden mannequin sitting on a wooden surface, possibly a table or bench. The mannequin is positioned on the left side of the frame, facing right. It has a simple, rounded head, a torso, and articulated arms and legs. The background is blurred, showing what appears to be an outdoor setting with trees and a building.

“A comfort zone
is a beautiful
place, but
nothing ever
grows there.”



Topic
Professional

Subtopic
Communication Skills

The Art of Storytelling

From Parents to Professionals

Hannah B. Harvey
Professional Storyteller



Be a Better
Storyteller

Stop Using Words ...



Thank you for stopping by ...



I just wanted to follow up and let you know ...



It's almost gone ..



It was a pleasure ...



I hope you ...



Spacious, a lot, big, wonderful, etc.

Words to use

...

This just in ...

Breaking News ...

I knew you'd want to know ...

Guess what ...

I just found out and ...

You're not going to believe this ...

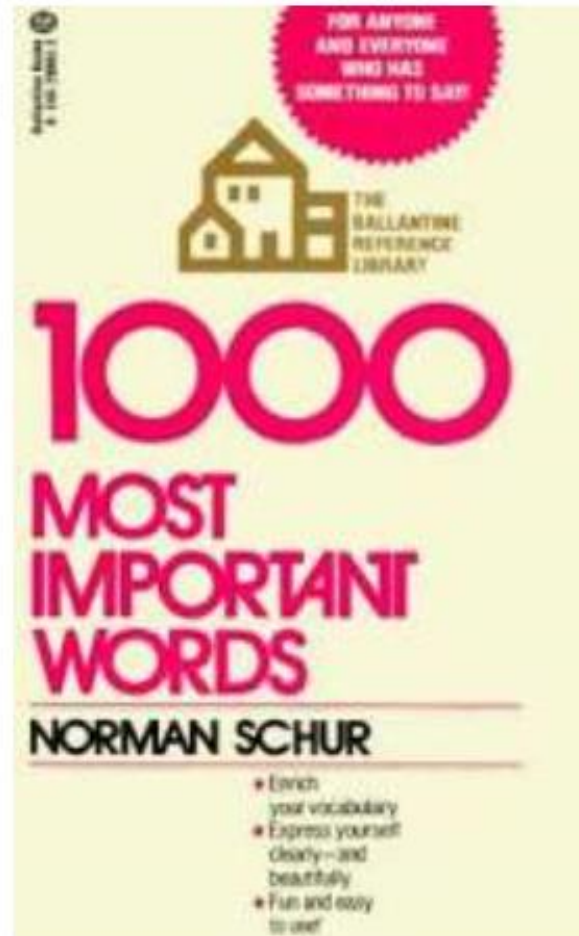
As promised ...

Problem solved ...

Once in a lifetime ...

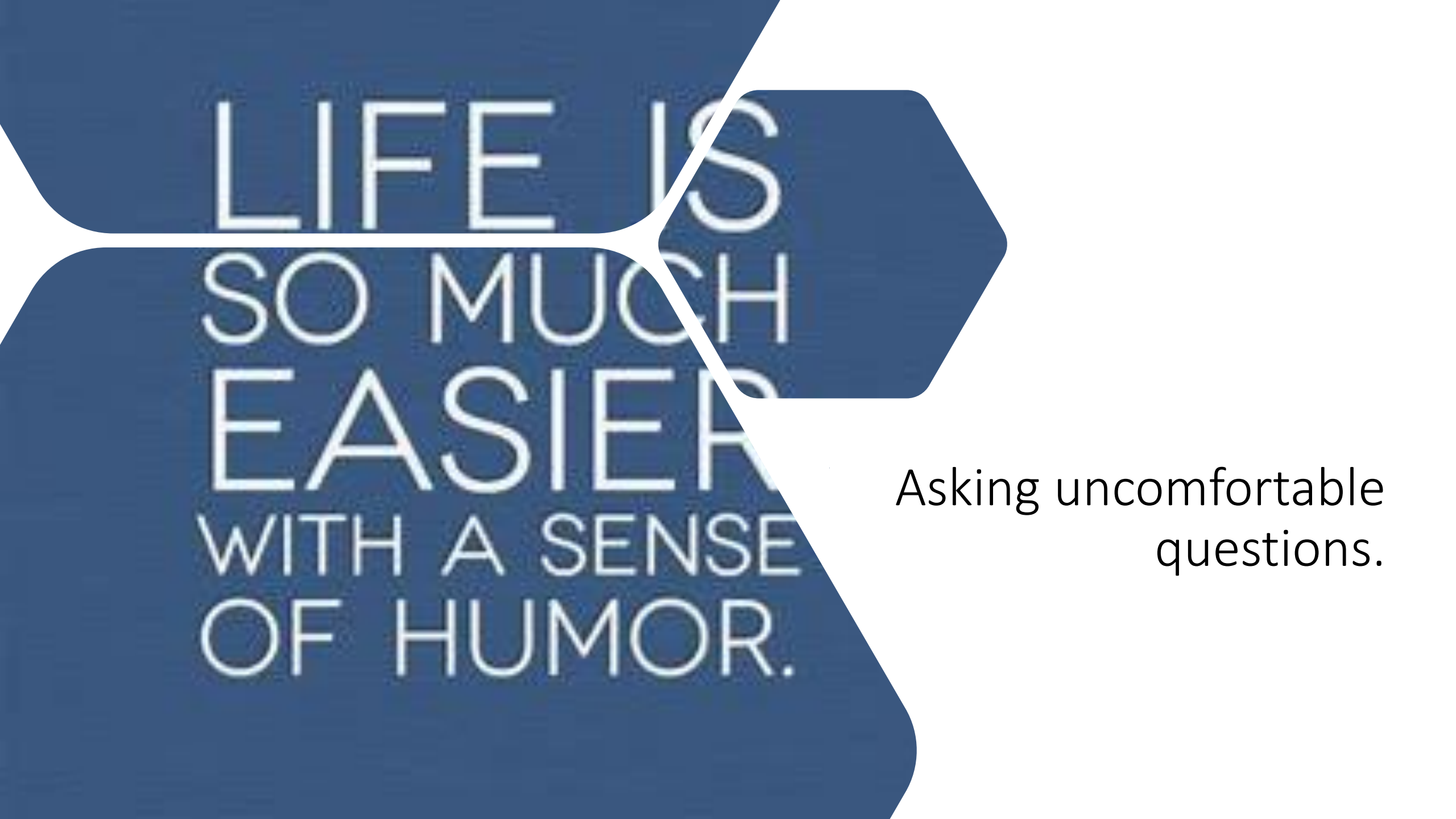
Promptness Bonus ...

Resource:



Get you
Camera Phone
out, here are
some Ideas.





LIFE IS
SO MUCH
EASIER
WITH A SENSE
OF HUMOR.

Asking uncomfortable
questions.



What are the 3
most important
things your looking
for in your new
apartment home?

Price Objections

...





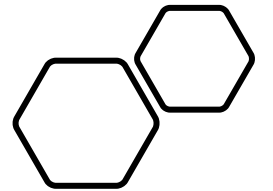
Post Covide -19

Video Message from you and or Team to the Prospect





Problem Solve





Send specific
messages



Look what you
could be using
right now if you
we're home here.



It's all in a
name ...
Railway Plaza
Bristol Station



Chug on Over ...
Park Your Caboose ...

A Piece of Your New Home

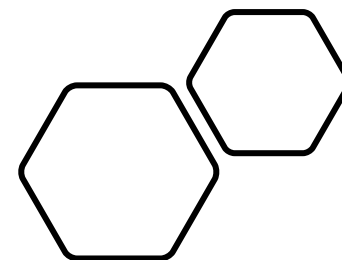


Ready to change
the channel on
your address?

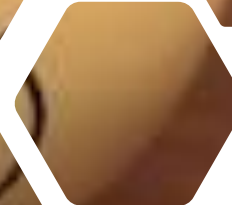
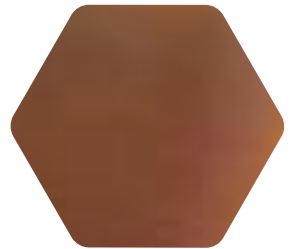




Indianapolis,
Indiana







Hairy home, we have
an apartment waiting
for you ...

Our Next Ellis | Edge2Learn Webinars!

Diversity – Shifting from Tolerance to Inclusion

**July 16, 2020
1:00pm – 1:30 pm CST**

**Register on
edge2learn.com
or
epmsonline.com**

Kathy Vance





Questions?

From All of us at Edge2Learn

