

# Join Us Now...

**Don't Get Dumped This Holiday Season!**

**December 1, 2016**

**ellis** | PARTNERS IN  
MANAGEMENT SOLUTIONS

# ELLIS PARTNERS, A Customer feedback Company for over 30 years!

Our average partnership with a client is 15+ years

- Prospect & Resident Surveys
- Apartment Mystery Shopping
- Training & Coaching
- Ratings & Review Site

# Welcome

Don't Get Dumped This Holiday Season!



Kathy Vance  
Ellis Partners in Management Solutions

# Discussion Points

In & Out of *Control*

*Knowledge* is Power

Use *ESP*

# Facts

Average Turnover = 60%

## Top Reasons

- *Lifestyle* Changes
- Dissatisfied with *Service*
- *Price*

Knowledge is  
Power

**Know Your Residents**  
*Pricing and Product*  
**Confidence**



# Priorities

*Service* 1<sup>st</sup>  
*Price* 2<sup>nd</sup>

# You Have ESP



*Empathize*  
*Seek* Understanding  
*Propose* a Solution

# Issue with Service

*Empathize* ~ I'm sorry you've had some issues. I understand how frustrating that must have been.

*Seek Understanding* ~ Can you please tell me more about what you've been experiencing?

*Propose a Solution* ~ If I can get approval to replace your dishwasher would you reconsider your decision to move?

**Service = Value**

*Repairing* **Relationships**

*Rebuilding* **Value**

*Regaining* **Loyalty**

**PRICE**

**IS WHAT YOU PAY**

**VALUE**

**IS WHAT YOU GET**

**WARREN BUFFETT**

# Overcoming Price

How much is too much?

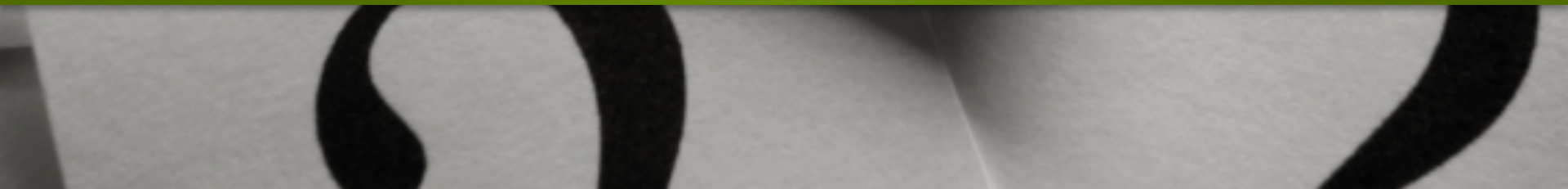
Financial *Advisor*

Moving is *Costly*

When is it time to say *Goodbye?*



**Questions?**



# Thank you for joining us today!

## Want to learn more?



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