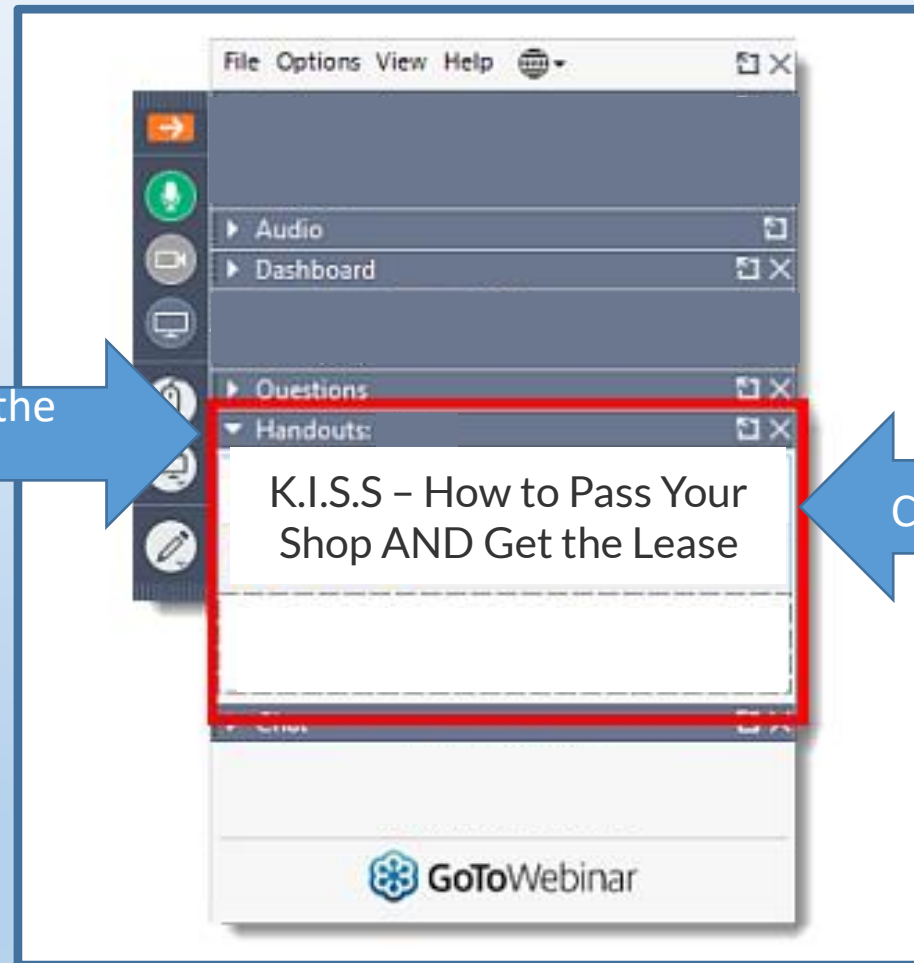


# Download Your Handout



# K.I.S.S. – How to Pass Your Shop AND Get the Lease

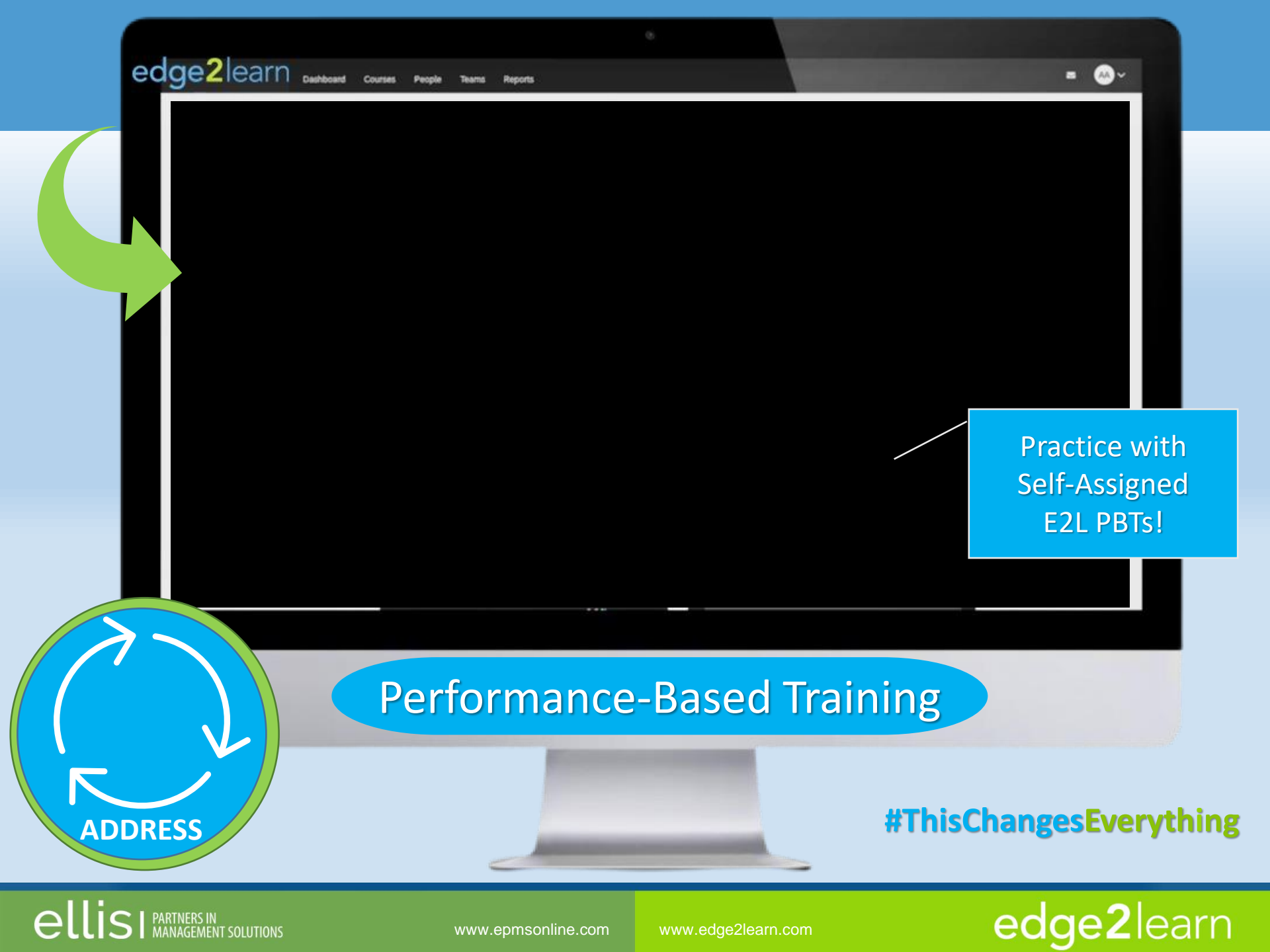
WELCOME!



• Rachelle Ellington •  
Performance Strategist, EPMS

*Your Webinar Today is Presented by Ellis, Partners and Edge2Learn*





Practice with  
Self-Assigned  
E2L PBTs!

Performance-Based Training

#ThisChangesEverything

# Thank you for joining us today!

## Want to learn more?



**Pam Pederson**

Director of Engagement and Communications

Edge2Learn

[ppederson@edge2learn.com](mailto:ppederson@edge2learn.com)



# Today's Presentation!



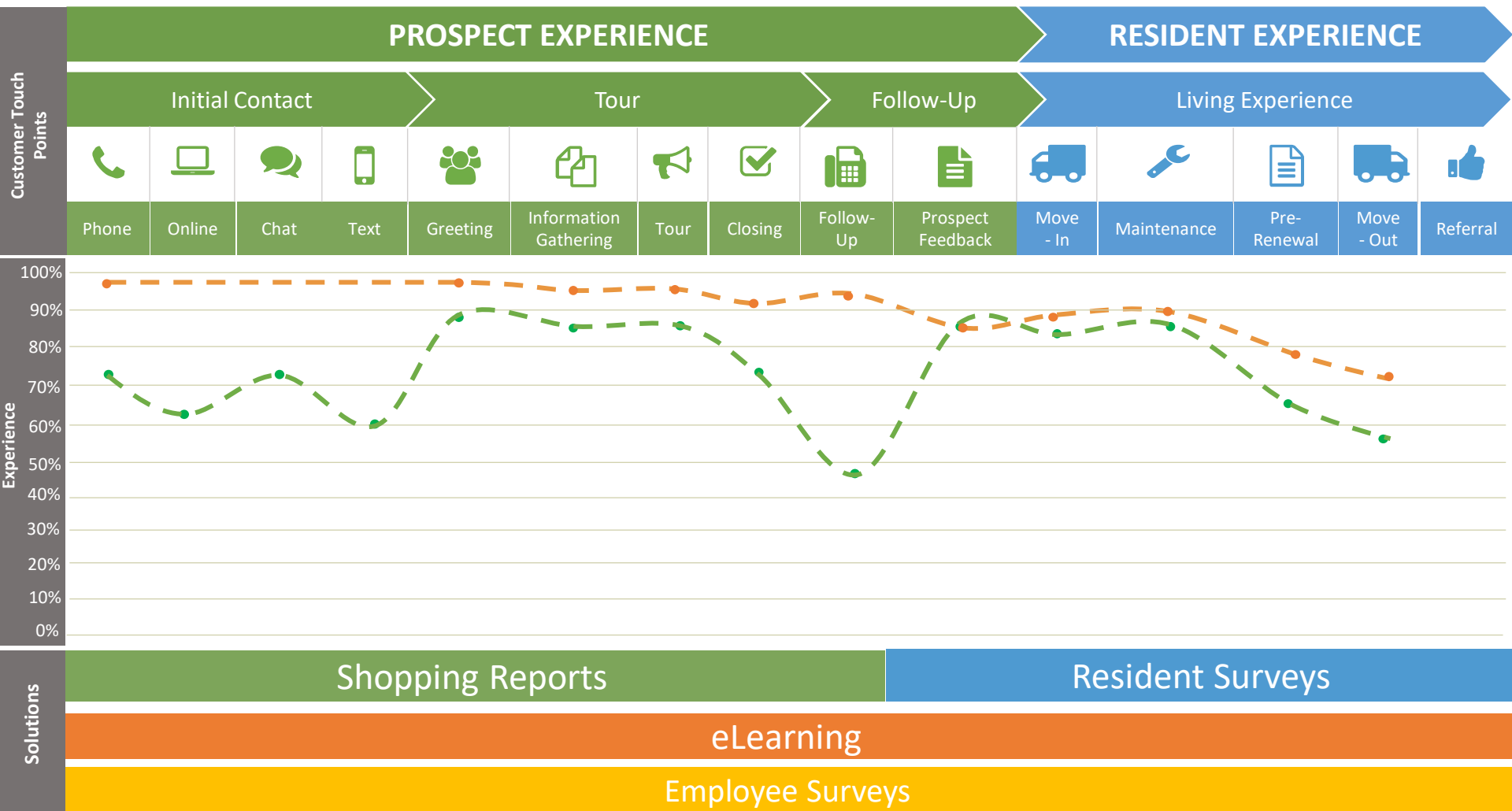
# Meet Your Speaker: Rachelle Ellington





What is the  
purpose of a  
Mystery Shop?

# Focusing Improving the Customer Journey



—●— Average Experience    
 - - -●- Best in Class Customer Average Experience

# Top 5 Most stressful life events

- Death of a loved one
  - Divorce
  - Major illness or injury
  - Job loss
- MOVING



Keep It Simple & Straightforward because most are dealing with more than one today.



What's the strangest thing you did while attending a meeting online?

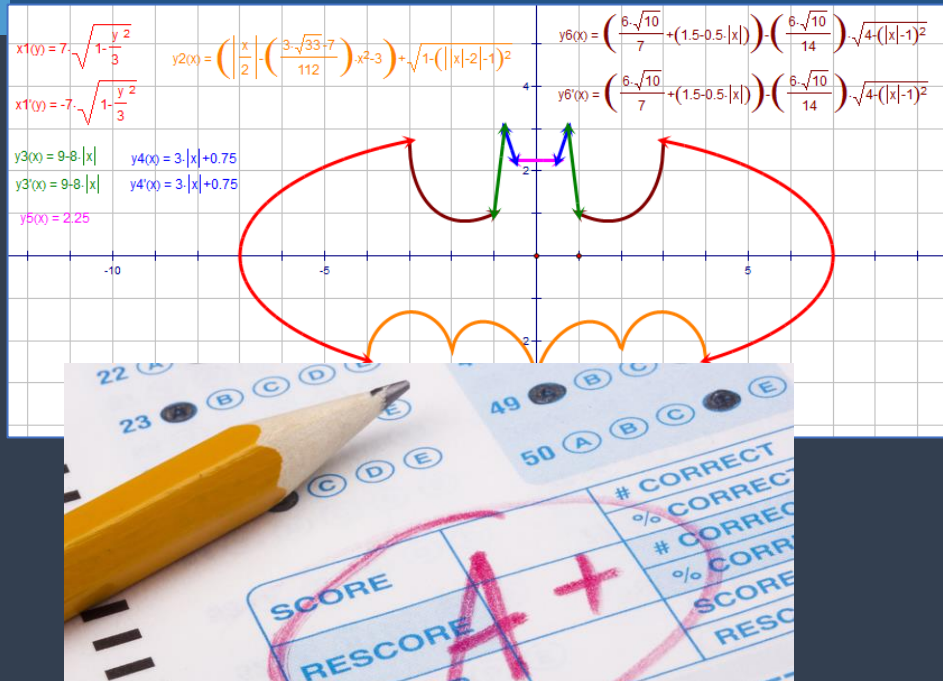
- ☐ Ate breakfast
- ☐ Wore Pajamas
- ☐ Watched Netflix
- ☐ Other but lips are sealed



How long have you been leasing apartment homes?

- ☐ Less than 6 months
- ☐ 6 months to a Year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ 5-10 years
- ☐ I stopped counting

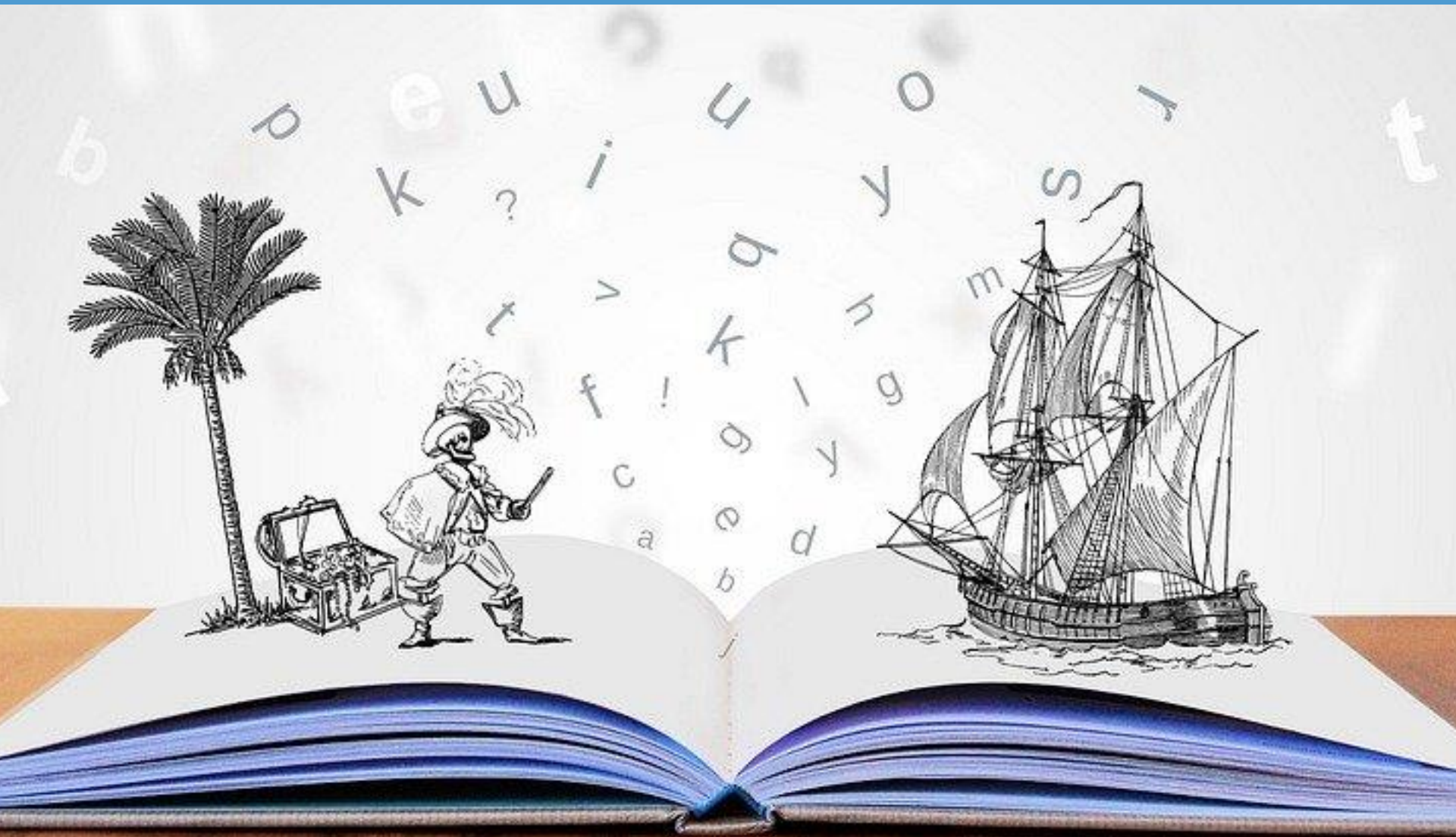
# My Inspiration



Keep  
It  
Simple  
Superstar



# You are a Storyteller!



# Story Outline | Shop Template

## \*Every story has 3 parts

**The Beginning/Telephone** - It must introduce the characters, the world of the story, and it must do this with enough energy to grab your reader's interest right away.

**The Middle/Tour** - Often, tension evaporates in the middle of a story, so it's a good idea to figure out your ending first. It may not be perfect, and you can always change it later. Having that destination will help you stay focused during the "middle muddle."

**The End/Close** - Must answer your sole dramatic question, which already has your ending hidden within it. For example, if your question is: Will Sally leave her deposit today? Then your story's finale will be the moment when she does.

\*According to novelist Dan Brown in his Master Class online course.

# Telephone | First Impression | The Beginning

You get only ONE chance for a great first impression!



# The Initial Call



PHONE  
CALL

Average Tries Before Reaching a Live Individual

2.5



RETURN CALL

If you had to leave a message with the **PROPERTY**,  
did you receive a return call within 48 hours?\*

36%



RETURN CALL

If you had to leave a message with the **CALL CENTER**,  
did you receive a return call within 48 hours?\*

26%



TOURED ON  
TIME

If an appointment to conduct a live presentation  
at a later time, did they keep the appointment?

73%

\*In order to leave a message, shopper called 3 times with no answer and left a message on the 4<sup>th</sup> call

Note: Ellis Virtual Tour Shops conducted from March 25 through September 30<sup>th</sup> 2020. Approximately 4,800 shops were used in this study.

# Telephone | First Impression | The Beginning

Treat everyone like a Future Resident vs. a Shopper

06 Did the Leasing Professional ask for your telephone number?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/10
07 Did the Leasing Professional ask for your email address?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/5
08 Did the Leasing Professional determine any of the following?		0/18
a Size apartment	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
b Move-in date	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
c Number of occupants	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
d Pets	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
e Price range	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
f How you heard about the community?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/3
09 Did the Leasing Professional determine the reason for your move?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/5
10 Did the Leasing Professional ask questions to understand your specific needs (e.g. washer/dryer, floor level, view preference, specific amenities, etc.) and what was important to you in your home?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/5
11 Did the Leasing Professional personalize their description of the apartment and/or community to address your stated needs (as opposed to simply providing a list of all the features and amenities offered)?	<input type="checkbox"/> Yes   <input type="checkbox"/> No	0/10



# Telephone | First Impression | The Beginning

Availability is Once Upon a time...share what's missing in the pictures below.  
Them!

“The two bedroom I have that best fits your...”



“This home has the kitchen cabinets,  
close to the dog park, view of...”

# Telephone | First Impression | The Beginning



Invite them to tour with multiple options!

Virtual, In Person, Self-Guided...

Here is your chance to K.I.S.S.!

“Notice the fountain and trees as you drive in.”

“I’ll be wearing a pink mask and look forward to meeting you!”

# Community Information | The Middle

There are sections on the shop that do not have points because remember, this is a guide and measurement tool.

## Community Information

- 01 Were the main community signs clear, visible and in good condition? ☐ Yes | ☐ No
- 02 Did you easily locate the leasing office / information center? ☐ Yes | ☐ No
- 03 Were the lawns and landscaping neat and trim, and free of all trash? ☐ Yes | ☐ No
- 04 Was the general appearance of the parking area in good condition and free of trash? ☐ Yes | ☐ No
- 05 Were the community amenities you saw (i.e. pool, tennis courts, etc.) clean, attractive and well maintained? ☐ Yes | ☐ No | ☐ N/A
- 06 Was the leasing office clean, neat, and orderly? ☐ Yes | ☐ No
- 07 Was your first impression of the community and curb appeal a positive one? ☐ Yes | ☐ No

# Greeting | First Impression | The Middle



*Meet - Cate* or **Scary Movie**



# Identifying Needs | The Middle

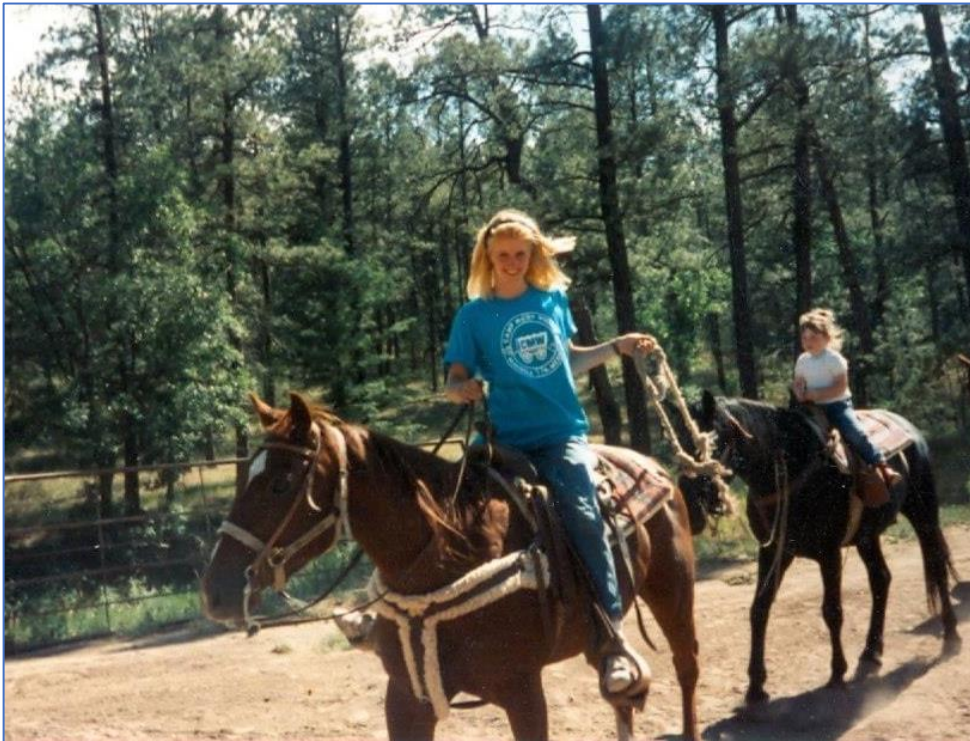
Recap what you talked about on the phone and then listen, Storyteller. Your time to shine is coming!

“I remember you really wanted...Has anything changed?”



# Demonstrating | The Middle

Finally the tour! You've got what you need from them so get outside, like quick!



Showing a brochure while the phone is ringing can be distracting for you both.

Things can get rowdy so K.I.S.S.!

# Demonstrating | The Middle



## Section One

(Score this Section if you VIEWED an apartment)

01 Did the Leasing Professional take control and maintain conversation so there were no moments of awkward silence? ☐ Yes | ☐ No | ☐ N/A 0/2

Please explain.

02 Did the Leasing Professional mention the professional management? ☐ Yes | ☐ No | ☐ N/A 0/2

03 Did the Leasing Professional mention the on-site personnel (i.e. maintenance, other staff, etc.)? ☐ Yes | ☐ No | ☐ N/A 0/2

04 Did the Leasing Professional discuss and/or point out amenities and facilities of the community? ☐ Yes | ☐ No | ☐ N/A 0/3

Please explain.

05 Did the Leasing Professional describe the surrounding area and nearby conveniences? ☐ Yes | ☐ No | ☐ N/A 0/2

06 Did the Leasing Professional show an apartment that was clean, made ready, and comfortable in temperature? ☐ Yes | ☐ No | ☐ N/A 0/3

If not, please explain.

07 Did the Leasing Professional mention benefits for the apartment features s/he demonstrated? ☐ Yes | ☐ No | ☐ N/A 0/3

Please list one or more feature that was mentioned and the benefit(s) stated.

08 Did the Leasing Professional point out advantages you said were important? ☐ Yes | ☐ No | ☐ N/A 0/3



# Demonstrating | The Middle

## Objections or Complaints

You can't always change the size of a closet,  
so now what?

Acknowledge with empathy.



“Well Future Resident, I can see how you feel the closet is small.  
I agree. If it's shoe storage you need what if...?”

“How do you enjoy your balcony now vs. what you think would  
be great about this one?”



If you had a superpower what would it be?

- ☐ Flying
- ☐ Time Travel
- ☐ Mind Reader
- ☐ Invisibility
- ☐ I already have a superpower

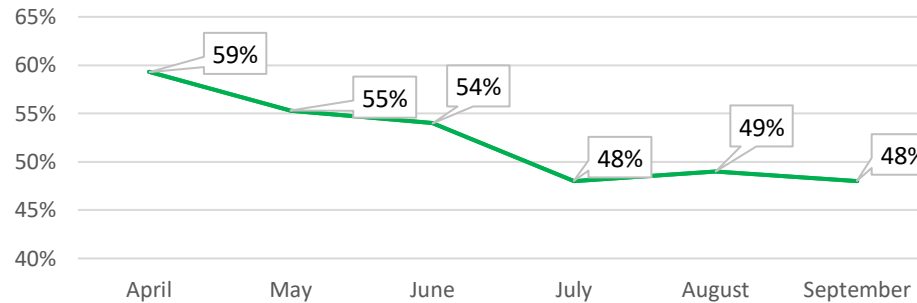
# Closing | The End

**Invite, Invite, Invite** this Future Resident to live here by leaving an application and monetary commitment.

Otherwise what is the point of all that You and Your Team do to create this slice of heaven?

# Closing Techniques | The End

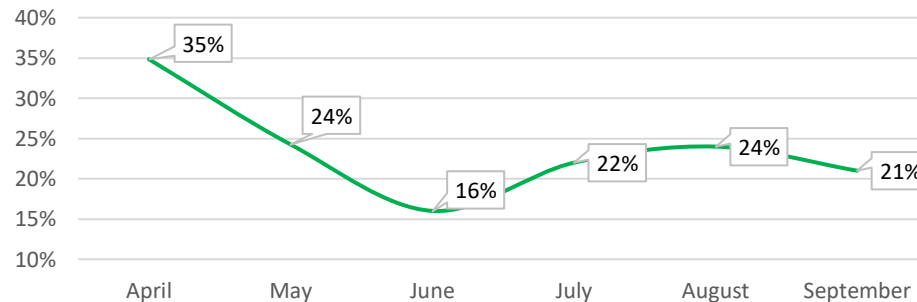
Create a sense of urgency (i.e. incentives, only one left, etc.)



Average

53%

Ask you to complete the application and leave a deposit online through the community website



25%

Note: Ellis Virtual Tour Shops conducted from March 25 through September 30<sup>th</sup> 2020. Approximately 4,800 shops were used in this study.

# Closing | The End

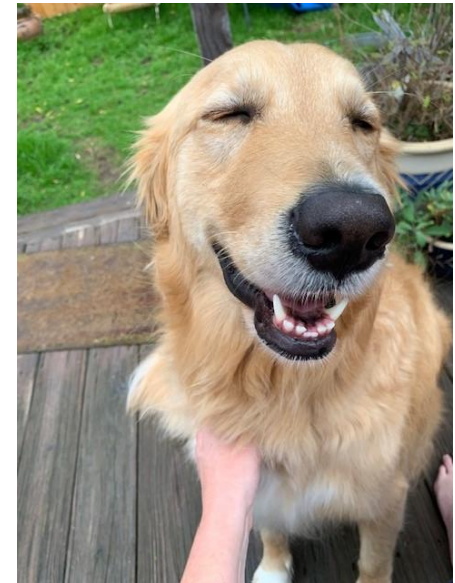
One more thing, remember how many times they called before reaching you?

Provide clear directions on how to fill out an application and ALWAYS include:

- Where to go
- How much money to expect to pay
- How roommates will apply
- What to expect in communication for the system and YOU



Stressed Kitty to Happy Puppy



# POLL | Four



What percent of emails do people open?

Select one

- ☐ 15%
- ☐ 35%
- ☐ 55%
- ☐ 100%



What is your preferred method to conduct Follow-Up?

- ☐ Phone
- ☐ Email
- ☐ Text
- ☐ Not at all

# Follow Up | Roll the Credits

Whether they lease or not



What movies do you always watch the credits because they give a sneak peek or funny outtakes?

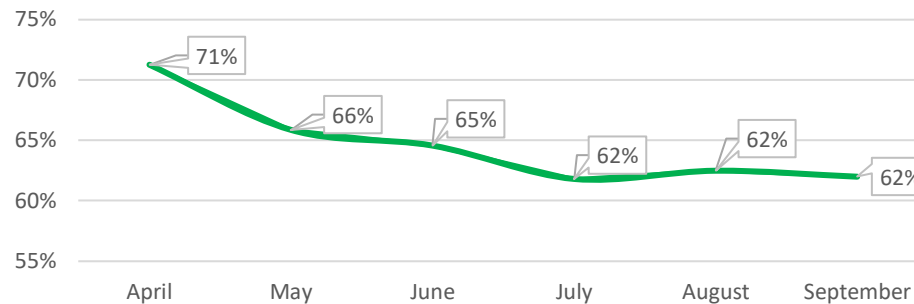
Follow Up is a similar way to keep your Future Resident engaged

# Follow-Up | Roll the Credits

Did the leasing professional follow-up through email, phone call, or text?

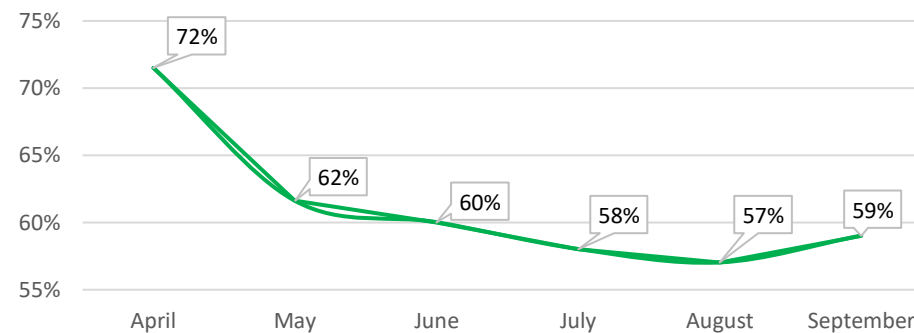
When they followed up, did the Leasing Professional answer your questions, provide promotional materials offered, etc.?

Was the follow-up you received effective in creating desire to continue the leasing conversation.

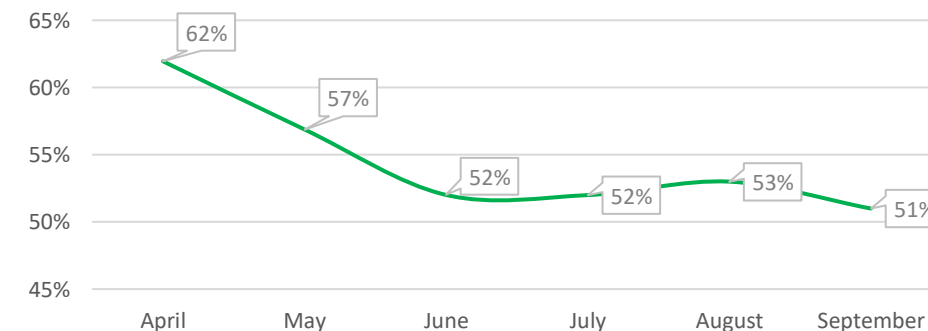


Average

65%



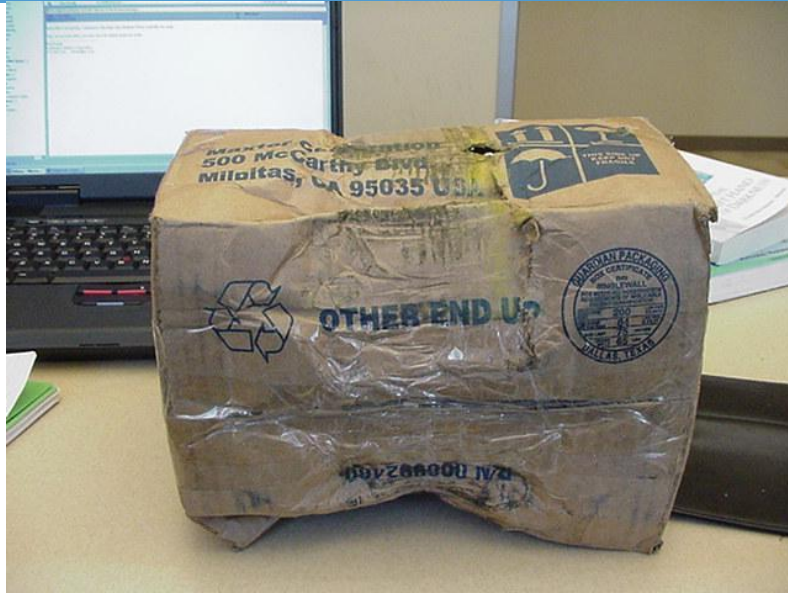
62%



55%

Note: Ellis Virtual Tour Shops conducted from March 25 through September 30<sup>th</sup> 2020. Approximately 4,800 shops were used in this study.

# Follow-Up | Roll the Credits



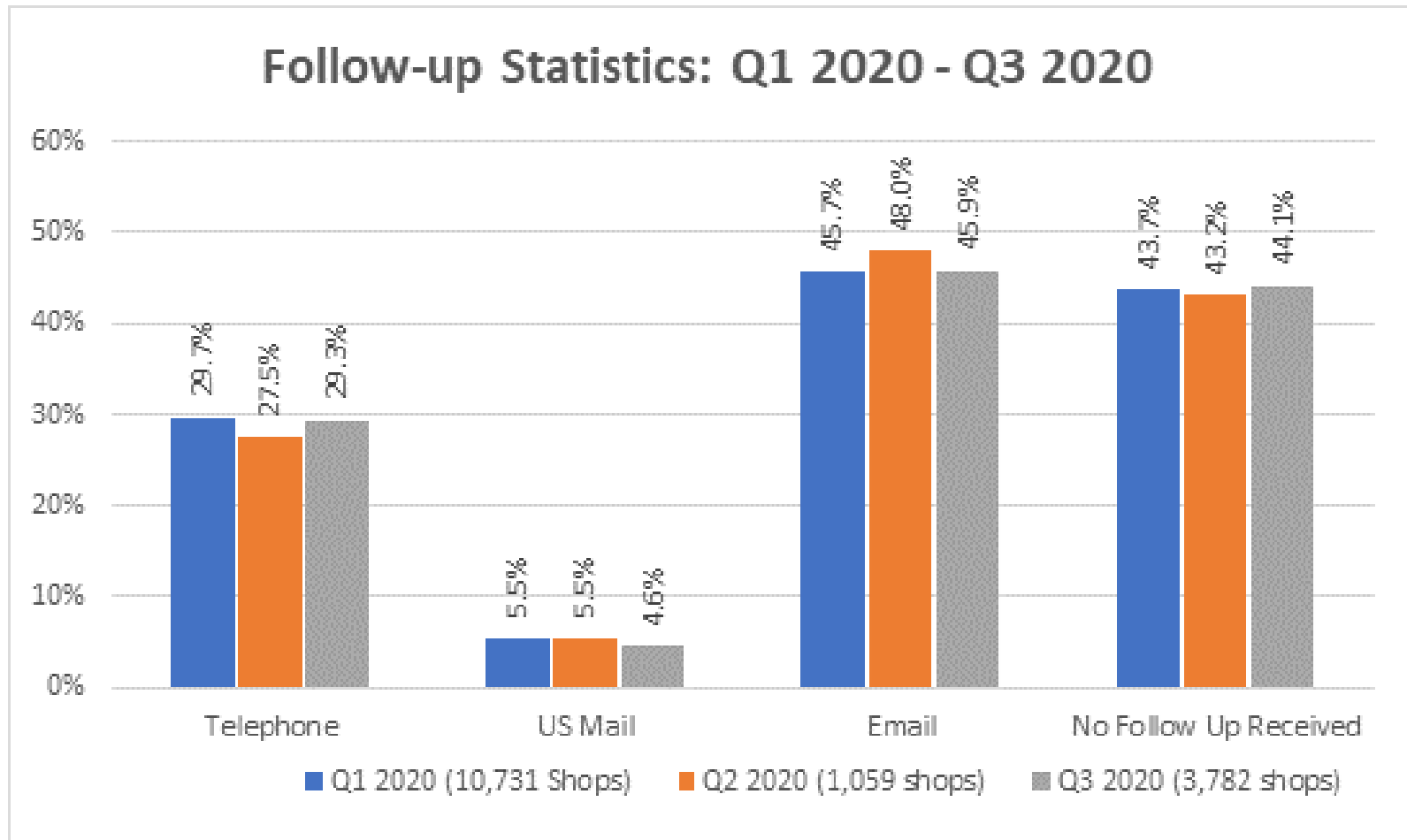
VS.



- ❑ A full 55% of email users admit they don't open and read messages regularly- whether business or professional

\*study by Terminus @sujanpatel

# Follow-Up | Roll the Credits | Opportunity



Picking up the phone after an email could be the simplest way to get the lease!

\*Numbers reflect In Person Shops

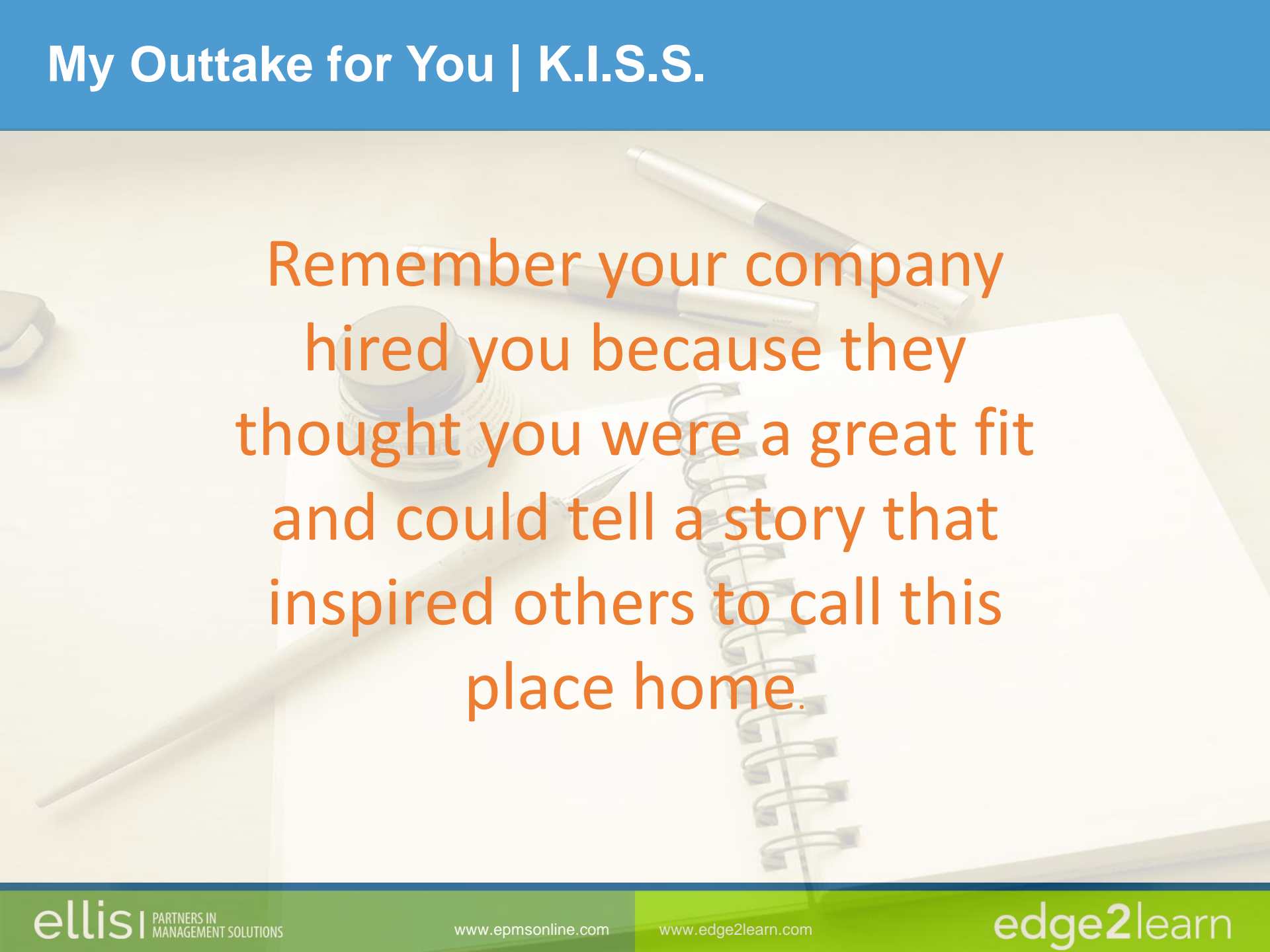
# Shop someone in Texas!

Use the shop template as a guide

- Shop someone in a different time zone
- Practice conversation while you're in the shower.
- Chat with colleagues for ideas.
- Check in with current residents about what they love in their home. It may have changed with the season.
- Continue to attend training and put it into practice. What's the worst that could happen?
- **Keep It Simple Superstar...you will pass your shop AND get the lease!**



# My Outtake for You | K.I.S.S.

A background image of a desk with a spiral notebook, a pen, and a small jar. The text is overlaid on this image.

Remember your company  
hired you because they  
thought you were a great fit  
and could tell a story that  
inspired others to call this  
place home.

# Upcoming Webinars!

## Benefits of Mindfulness and Meditation in the Workplace

**November 5, 2020**  
**1:00pm – 1:30 pm CST**

**Register:**  
**[edge2learn.com](https://edge2learn.com)**  
**[epmsonline.com](https://epmsonline.com)**

*Presented by Alisha Leytem*



# Upcoming Webinars!

## Creatively Using Concessions in the COVID-19 Marketplace

**November 12, 2020**  
**1:00pm – 1:30 pm CST**

**Register:**

**[edge2learn.com](https://edge2learn.com)**  
**[epmsonline.com](https://epmsonline.com)**

*Presented by Rick Ellis*



# Upcoming Webinars!

## 7 Attitudes of Mindfulness

**December 3, 2020**  
**1:00pm – 1:30 pm CST**

**Register:**

**[edge2learn.com](http://edge2learn.com)**  
**[epmsonline.com](http://epmsonline.com)**



*Presented by Dr. Deborah Phillips*



Questions?

# From All of Us at Ellis and Edge2Learn

