

Join Us Now...



LEASEMAKERS Series

Part 2: Onsite Presentation

Greeting and Qualifying

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

Thank you for joining us today!
Want to learn more?



Danielle Walker
Director of Sales & Marketing
Ellis Partners in Management Solutions
Edge2Learn
dwalker@epmsonline.com
847-707-2472

Facebook.com/EllisManagementSolutions
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn
Twitter.com/Edge2Learn

Join Us Now...



LEASEMAKERS Series

Part 2: Onsite Presentation

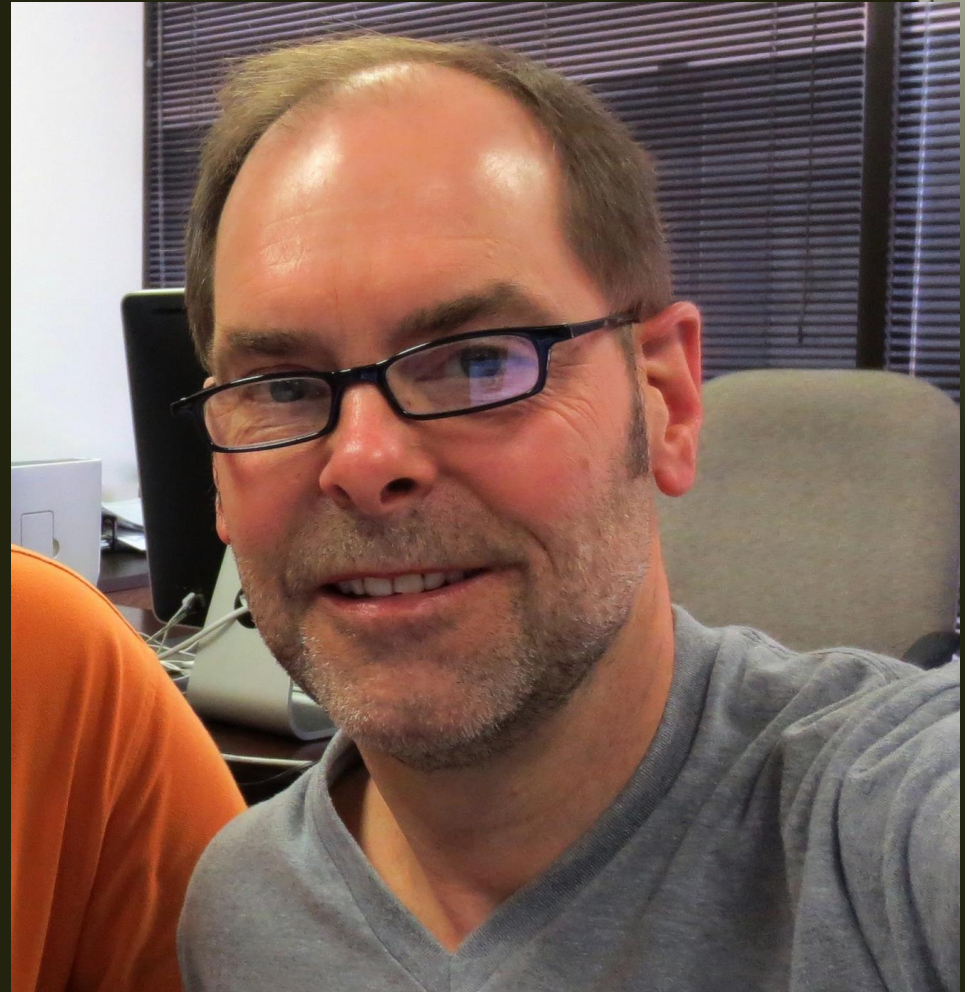
Greeting and Qualifying



Happy Friday!

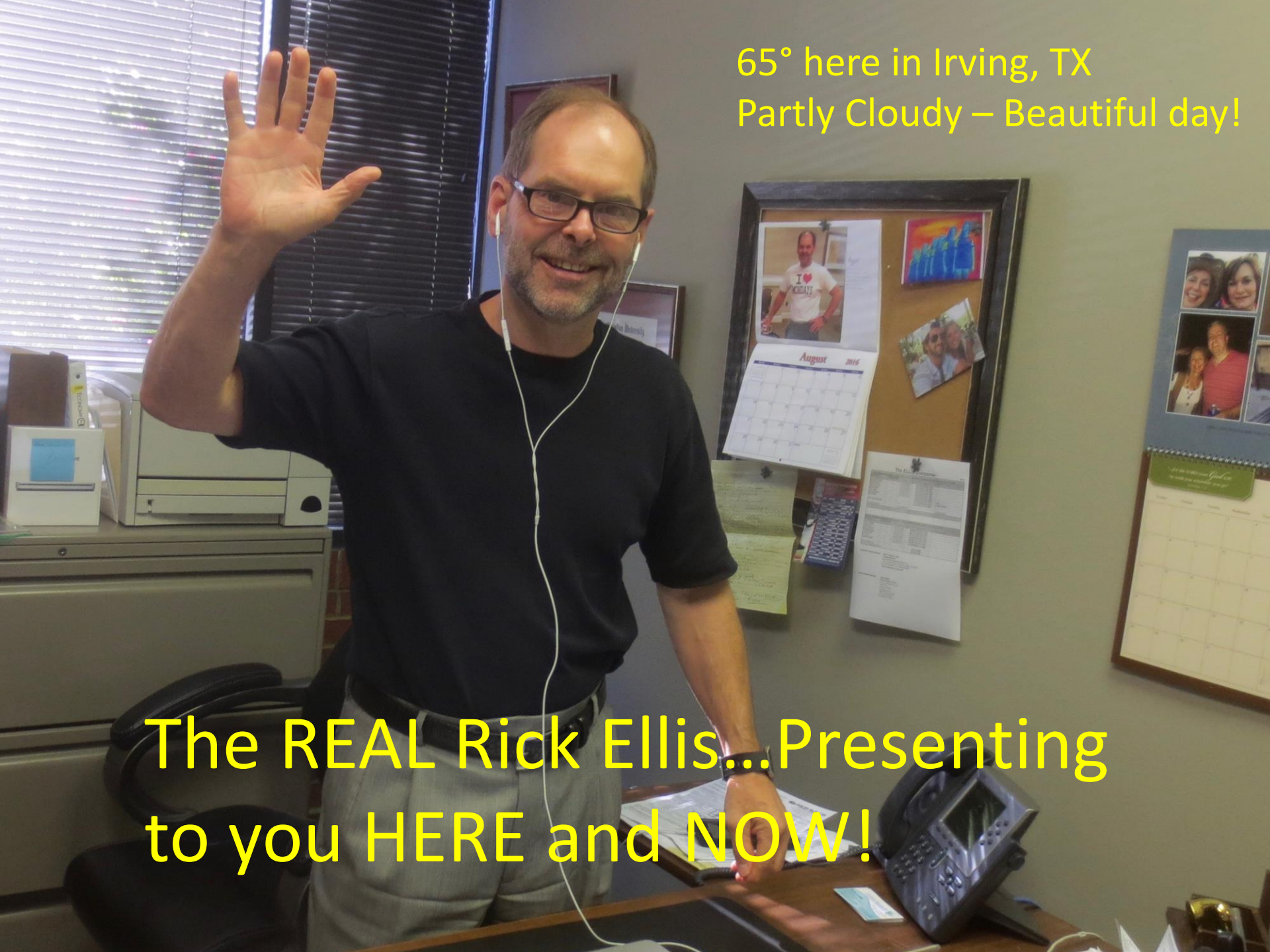
Your Presenter:

*Rick Ellis,
CAM, CPM*



65° here in Irving, TX
Partly Cloudy – Beautiful day!

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



MEET YOUR SPEAKER

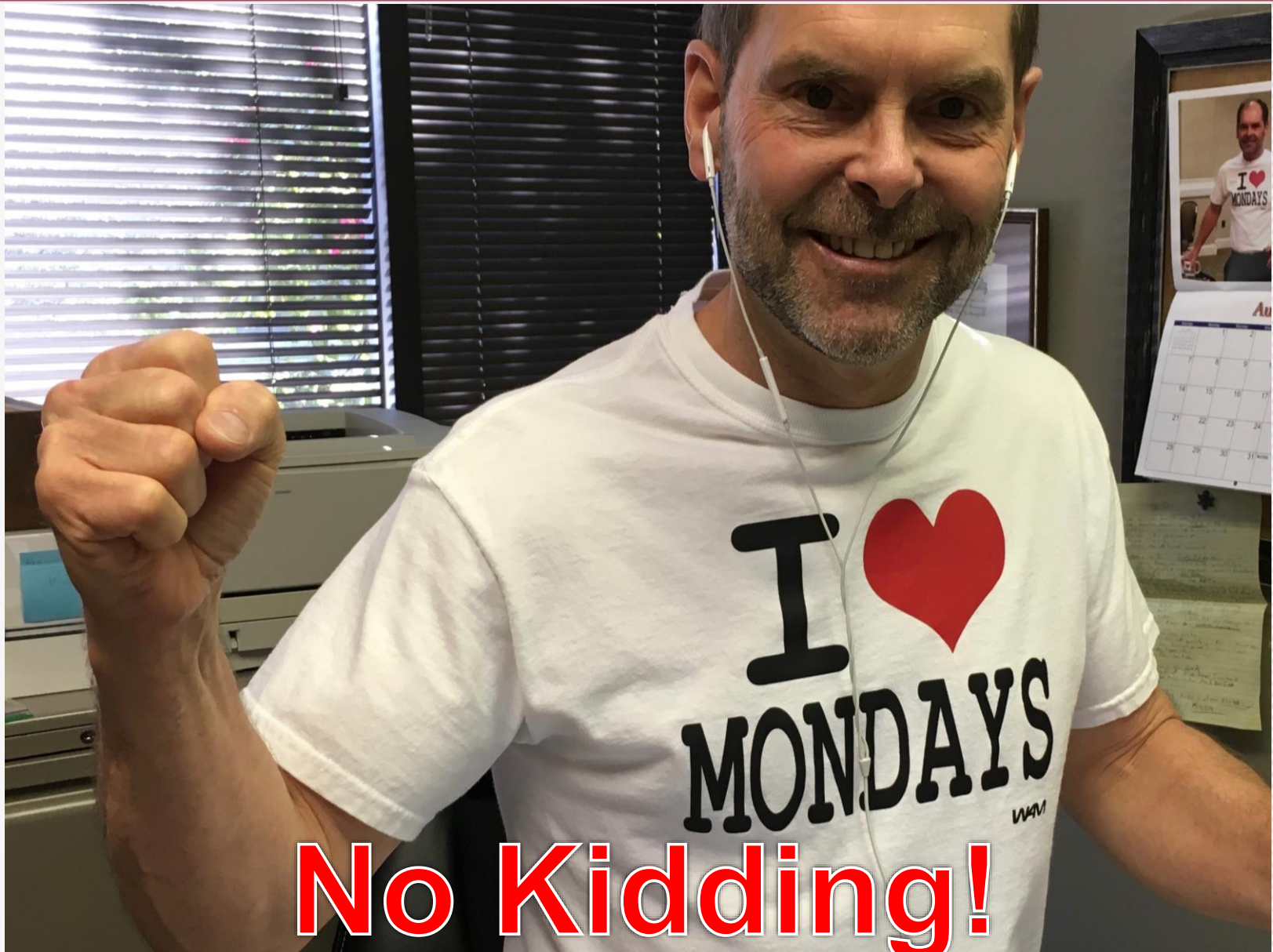
Rick Ellis, CAM, CPM



- 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 just returned from Ukraine where he taught a class to educators at a university in Kiev.

AND...as we all know:

Rick LOVES *Monday!*

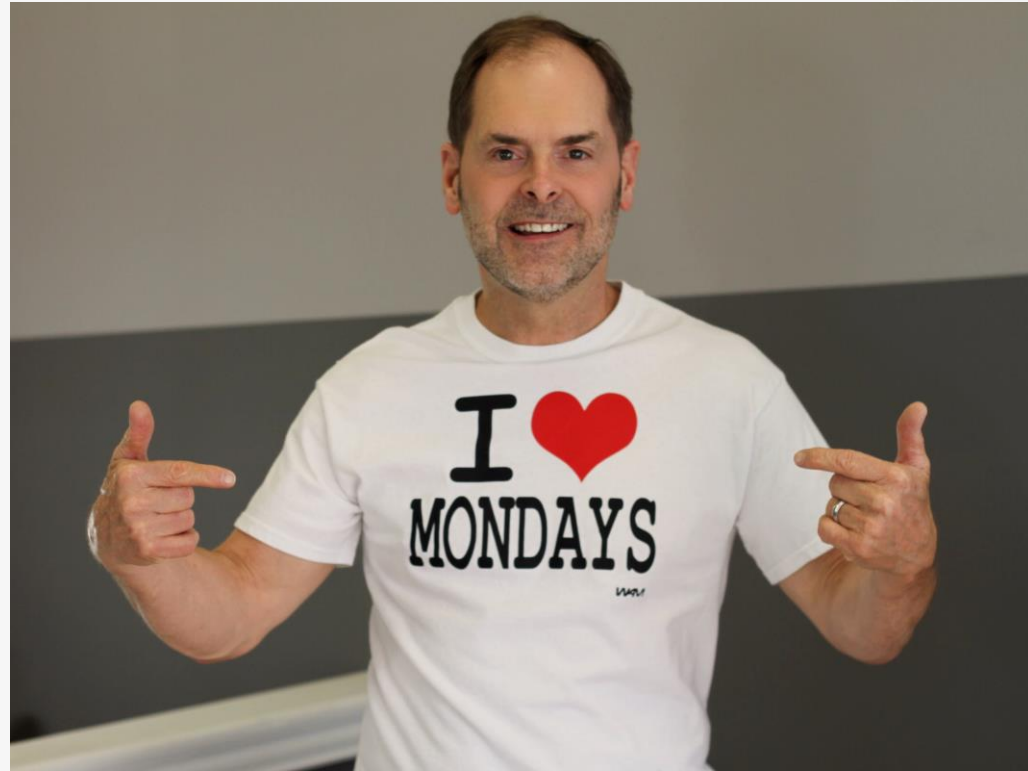


No Kidding!

Its **YOUR** *Monday!*

“Either you run the day or the day runs you!”

- **Weekly Do Over**
- **Fresh Start**
- **Another Day of Life!**





Training in Kiev Ukraine

April 3 - 13, 2018

Our American team teaches a curriculum to Ukrainian educators about teaching character values to children.





Do You Have All 3 Handouts?

1. **LEASEMAKERS Part 2** - 5 page handout
2. **PTT Cue Card** – Essential Qualifying Questions
3. **Welcome Guest Card** – 2 page pdf - Template

Review from Last Month...

Your #1 OBJECTIVE

for handling a Telephone
Inquiry:

© Copyright 2017. All rights reserved.

Get the Phone Prospect
to the Property...

Right Now!

© Copyright 2017. All rights reserved.

Right Now!



I said

RIGHT NOW!
RIGHT NOW!

© Copyright 2017. All rights reserved.

Page **1** in Handout

LEASEMAKERS Part 2

Onsite Greeting
& Qualifying

© Copyright 2017. All rights reserved.

The Onsite Greeting & Qualifying

Creating Trust & a Positive Relationship

© Copyright 2017. All rights reserved.

Leasing Presentation Outline

Telephone Presentation

1. Greet
2. Qualify
3. Demonstrate
4. Close

On-Site Presentation

1. Greet
2. Qualify
3. Demonstrate
4. Close

Greeting & Qualifying

On-Site Presentation

1. Greeting
2. Qualify
3. Demonstrate
4. Close



GREETING – Sincerity is the Key

- **Smile** – Your face says WELCOME!
- **Tone of Voice** – Warm and Friendly.
- **Focus** – Give the prospect your full attention.
- **Never** – Never let the prospect feel like an interruption!



Use Your Home Field Advantage

The Five S's of Greeting

1. **Stop** – what you're doing.
2. **Smile** – the best nonverbal communication.
3. **Stand** – shows respect and appreciation.
4. **Shake** – the visitor's hand.
5. **Salutation** – your first words are important!



Page 2 in Handout

© Copyright 2017. All rights reserved.

Page 2 in Handout

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

FEP

© Copyright 2017. All rights reserved.

FEP!

1. **F**riendly

2. **E**nthusiastic

3. **P**rofessional

Relationship Selling

The Single Words to Best Describe the Ideal Leasing Professional:

1. Friendly
2. Enthusiastic
3. Professional



© Copyright 2017. All rights reserved.



Marley is FEP!!



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



Marley is FEP!!

Page 3 in Handout

© Copyright 2017. All rights reserved.

QUALIFYING...Relationship Building

Qualifying may be the most important part of your leasing presentation.

- ✧ As we discuss the prospect's needs and wants, we engage in conversation.
- ✧ We ask questions that show genuine interest.
- ✧ This open interaction builds trust and creates a positive relationship.

Trust is a Must!

The Qualifying Process



1. Qualifying Time – short and sweet!

2. Listen for Needs and Wants



3. Guest Card – basic qualifying tool

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

SPECIFIC NEEDS & WANTS

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.

© Rick Ellis, CPM
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.

© Rick Ellis, CPM
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.

© Copyright 2017. All rights reserved.

The Guest Card

1. Road Map to Their Wants
2. Cue Card
3. Create Relationship
4. Attach to Leasing Notebook



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

SPECIFIC NEEDS & WANTS

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.

© Rick Ellis, CPM
972-256-7500

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.

© Rick Ellis, CPM
972-256-7500

Page 4 in Handout

© Copyright 2017. All rights reserved.

The Initial and Critical Qualifying Questions



1. Who?
2. When?
3. What?
4. How Much?
5. Where?
6. Why?

Page 5 in Handout

© Copyright 2017. All rights reserved.

“Probing Questions” Going Deeper

These Questions help you zero in on the prospect's needs and wants.



Ask these types of questions to better understand the prospect's perspective and to overcome future objections and put-offs.



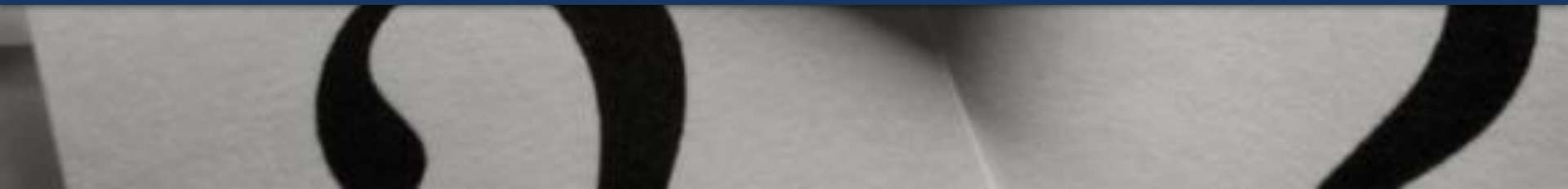
Thank You.

Thank You
Very Much!

© Copyright 2017. All rights reserved.



Questions?



Upcoming Webinar



Presenter:
Rick Ellis, CAM, CPM

*LEASEMAKERS Series: Part III
Demonstrating the
Apartment Home*

Thursday, May 10 2018
1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

Thank You for joining The Ellis Companies!

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching



Danielle Walker
Director of Sales & Marketing
dwalker@epmsonline.com
847-707-2472

Facebook.com/EllisManagementSolutions
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn
Twitter.com/Edge2Learn

Just 3 more days till
Monday! Hooray!!

Thanks for Attending My Webinar!





Thank You.

Thank You
Very Much!

© Copyright 2017. All rights reserved.