

Leasemakers Part III

Demonstrating the Apartment
Showing your best *Angle*

WELCOME!

WEBINAR



ellis | PARTNERS IN
MANAGEMENT SOLUTIONS

edge2learn

Do You Have All 3 Handouts?

1. **LEASEMAKERS Part 3** - 4 page webinar handout
2. **Welcome Guest Card** - 2 page pdf / template
3. **Focus Unit Sheet** – 1 page – Use this to sell a specific apartment home

Join Us Now...



LEASEMAKERS Series

Part 3: **Demonstrating**

*Showing Your Property at its Best **Angle***

The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over **35** years!

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

The Ellis Companies

Enhancing Employee and Customer Experience



Edge2Learn

Enhancing Learner Experience

The screenshot displays the Edge2Learn dashboard for a user named Molly Manager. The interface includes a top navigation bar with links to Home, Course Library, Achievements, and Live Sessions. A green callout box in the top right corner states: "Easily view your course requirements and achievements". The main dashboard area features four circular progress indicators: "To do" (5), "Overdue" (0), "Completed" (2), and a "Login Week Streak" of 1. A "Total 7" label is positioned below these indicators. A green callout box on the left side says: "Launch training from your Dashboard". Below the progress indicators, there are tabs for "All", "In Progress", "Overdue", "Not Started", and "Completed". The "All" tab is selected, showing three course cards: "E2L PBT Essential: Demonstrating", "E2L PBT Essential: Greetings", and "E2L Webinars: Social Media Marketing". A "News" section on the right displays a message: "Congrats on your perfect Mystery Shop Sarah!". A green callout box at the bottom right states: "Company Announcements display in your news feed".

Thank you for joining us today!

Want to learn more?



Joanna Ellis

Chief Executive Officer

Ellis Partners in Management Solutions

jellis@epmsonline.com | (972) 256-3767



Francis Chow

Chief Strategic Officer

Ellis Partners in Management Solutions

fchow@epmsonline.com | (972) 256-3767



Pam Roberts

Director of Engagement and Communications

Edge2Learn

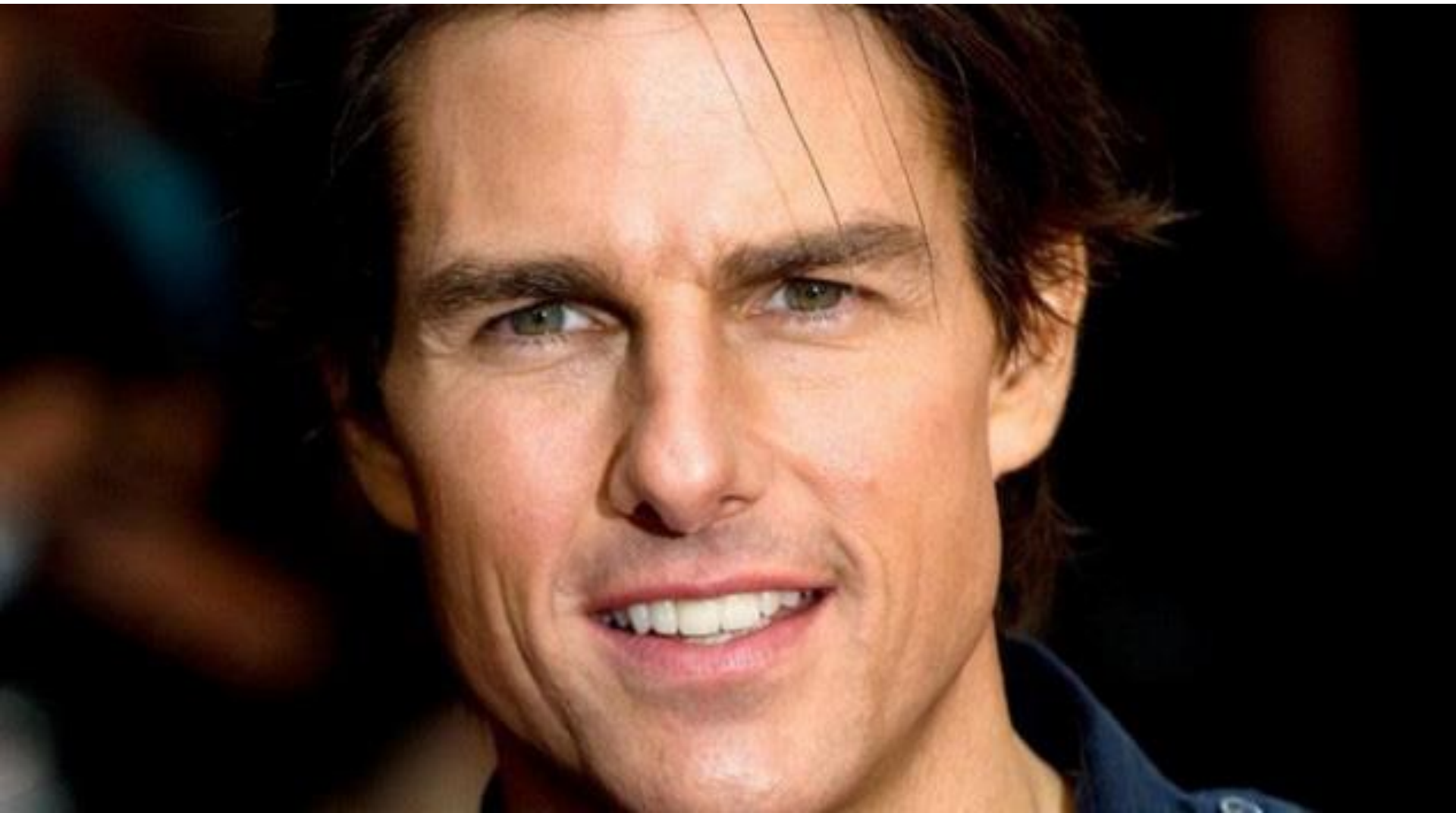
proberts@edge2learn.com | (317) 881-8511



Today's Presentation!



Meet Rick Ellis!



Meet Your Speaker

Rick Ellis,
CAM, CPM



- Rick has been intimately involved in the apartment business for over 38 years
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- He also runs a management company called Ellis HomeSource, AMO.
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX
- **Fun Fact** – Rick's wife, Diane, is the Dallas area coordinator for Cavalier Rescue USA. They have three King Charles Cavalier Spaniels and many foster dogs. You will sometimes see these dogs in his presentations!



Hanging Out With the Pups in Coppell, TX

Join Us Now...



LEASEMAKERS Series

Part 3: **Demonstrating**

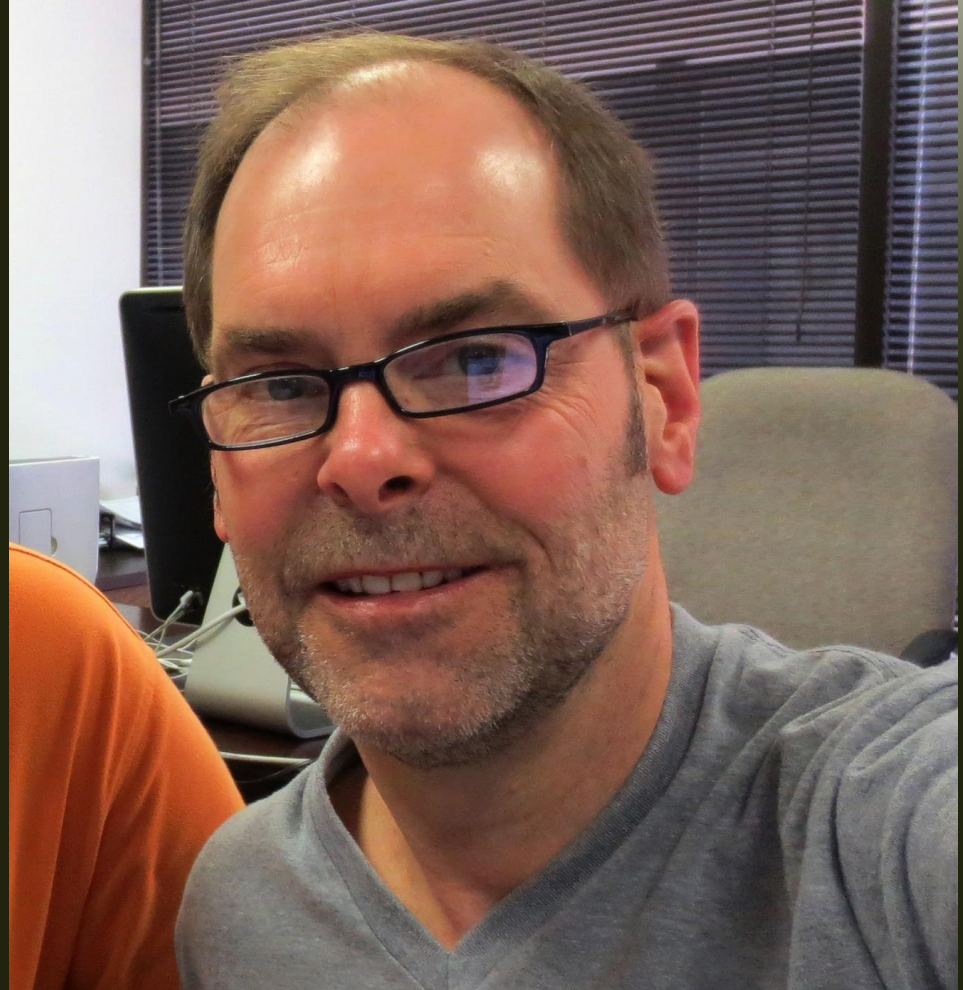
*Showing Your Property at its Best **Angle***



Happy Thursday!

Your Presenter:

*Rick Ellis,
CAM, CPM*





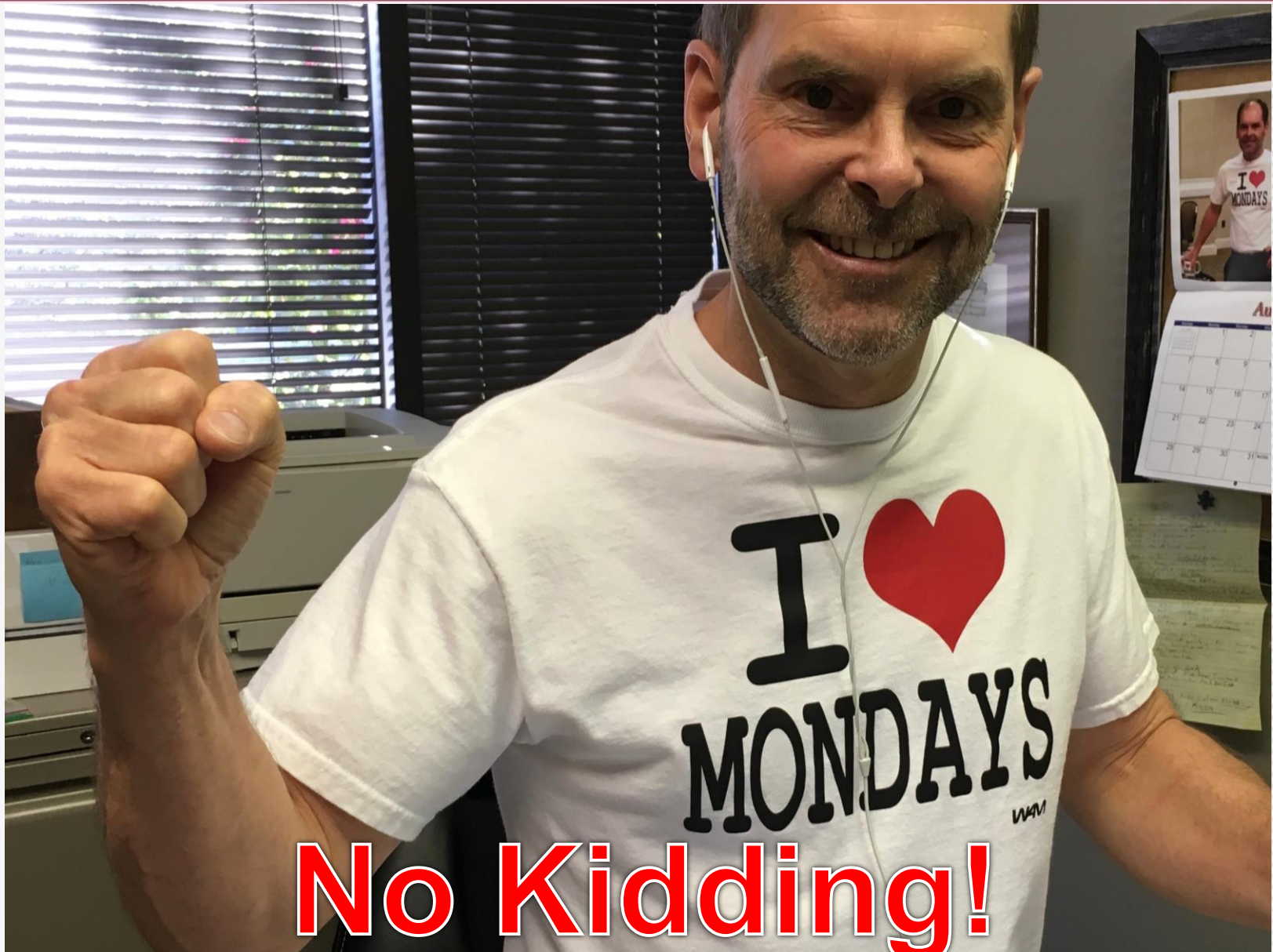
Hey, 4 More Days till Monday!!



AND...as we all know...

© Copyright 2017. All rights reserved.

Rick LOVES *Monday!*



No Kidding!

**I gots
this here
shirt to
prove it!**



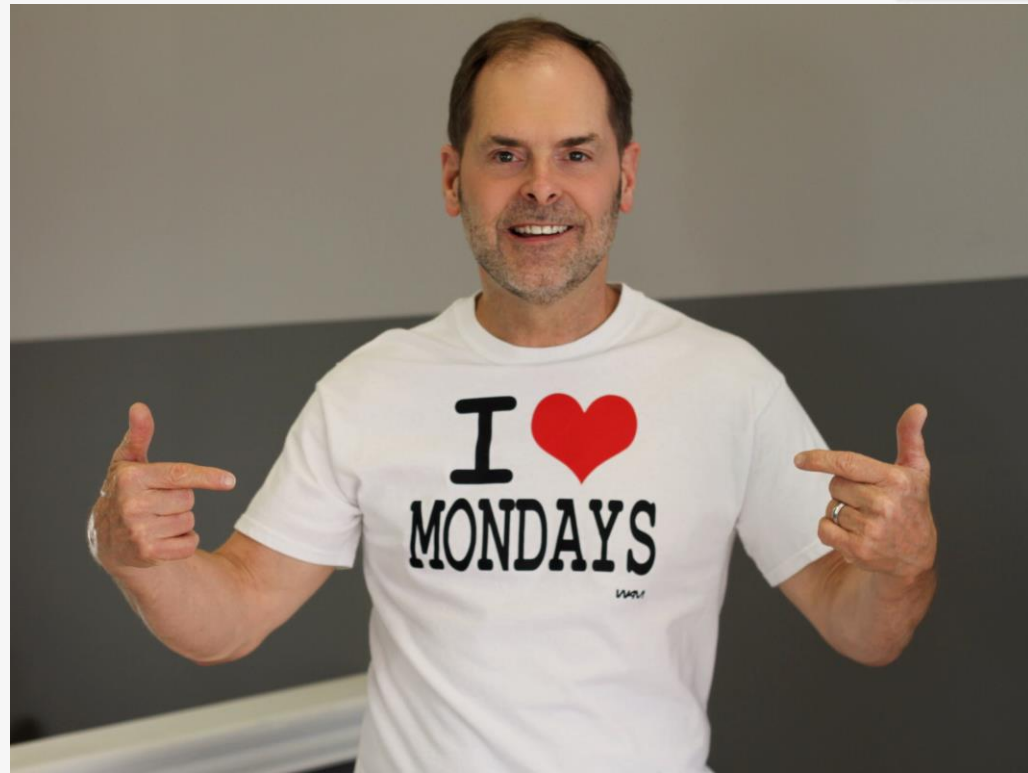
**Coffee Always
Tastes Better
On Monday**



Its **YOUR** *Monday!*

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

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





**Out on the
back porch
with my
little girl,
Belle**

97° here in Irving, TX
HOT • HOT • HOT!

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

Do You Have All 3 Handouts?

1. **LEASEMAKERS Part 3** - 4 page webinar handout
2. **Welcome Guest Card** - 2 page pdf / template
3. **Focus Unit Sheet** – 1 page – Use this to sell a specific apartment home

Leasing Presentation Outline

Telephone Presentation

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

On-Site Presentation

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

Demonstrating – Showing the Apt.

On-Site Presentation

1. Greeting

2. Qualify

3. Demonstrate

4. Close



Review from last Webinar

Greeting and Qualifying

Creating a Great First
Impression...and a
Positive Relationship

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

FEP

© Copyright 2017. All rights reserved.

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!**



Definitely.... NOT **FEP!**



Marley is FEP!!

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!

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 Onsite Demonstration

Showing Your
Property
at its Best *Angle*

© Copyright 2017. All rights reserved.

What does it mean to Show Your Property at Its best *angle*?

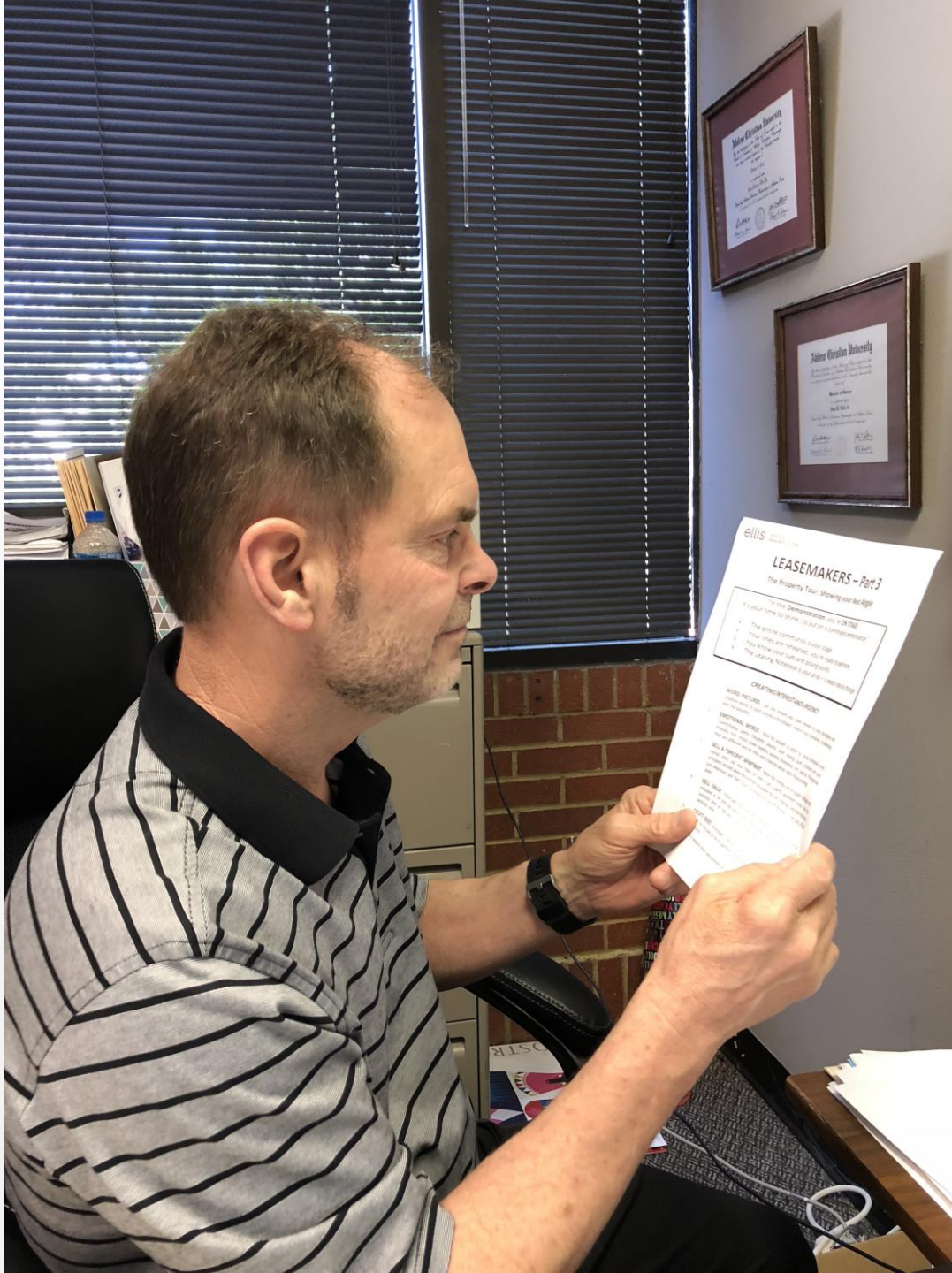
Make sure the property tour route and apartment tour shows off the best views, scenery, landscaping, and tranquility.

(Avoid the areas that need to be tweaked!)

Like your
best **angle**
when getting
your portrait
made.

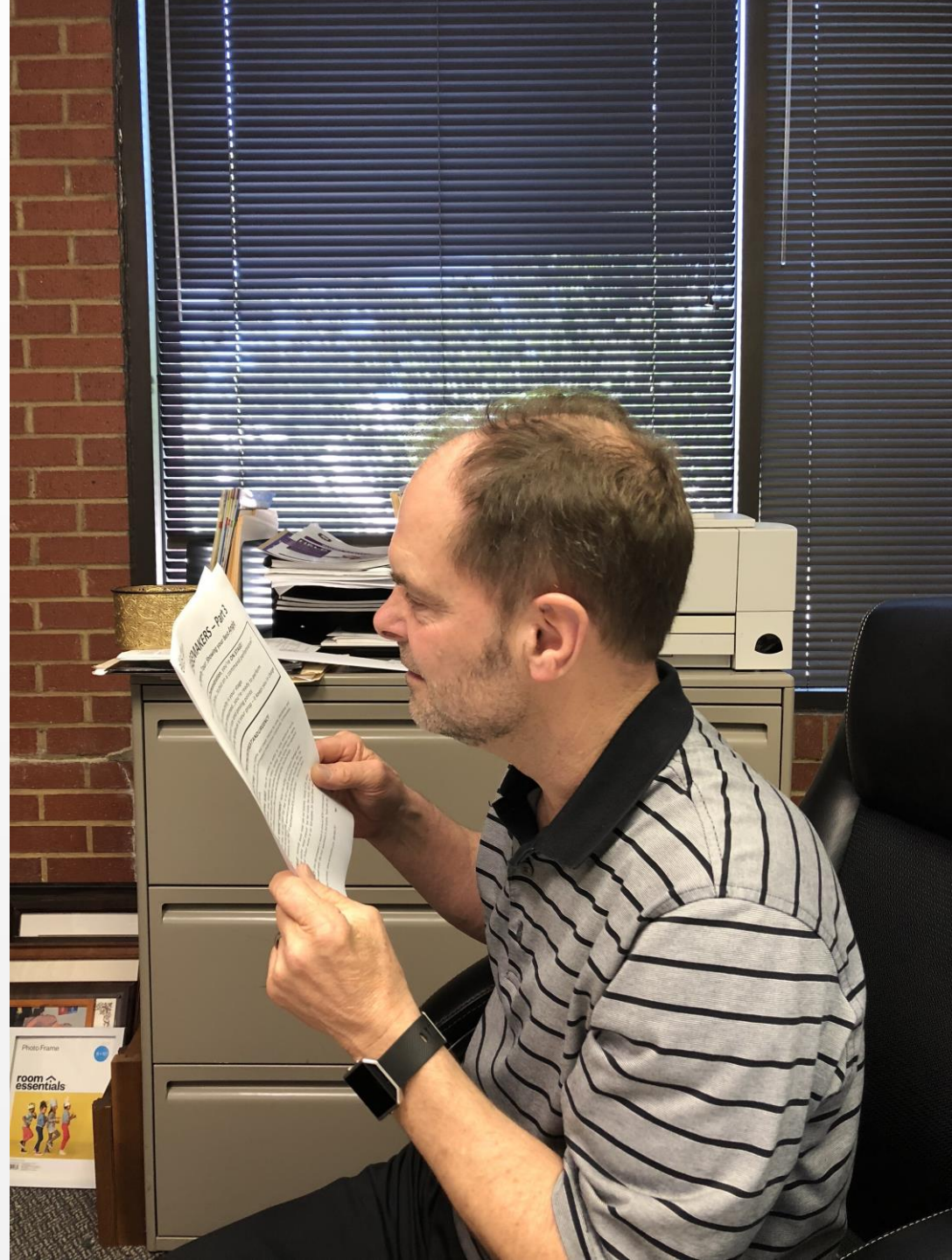


What **angle**
makes you
look best?



This angle?

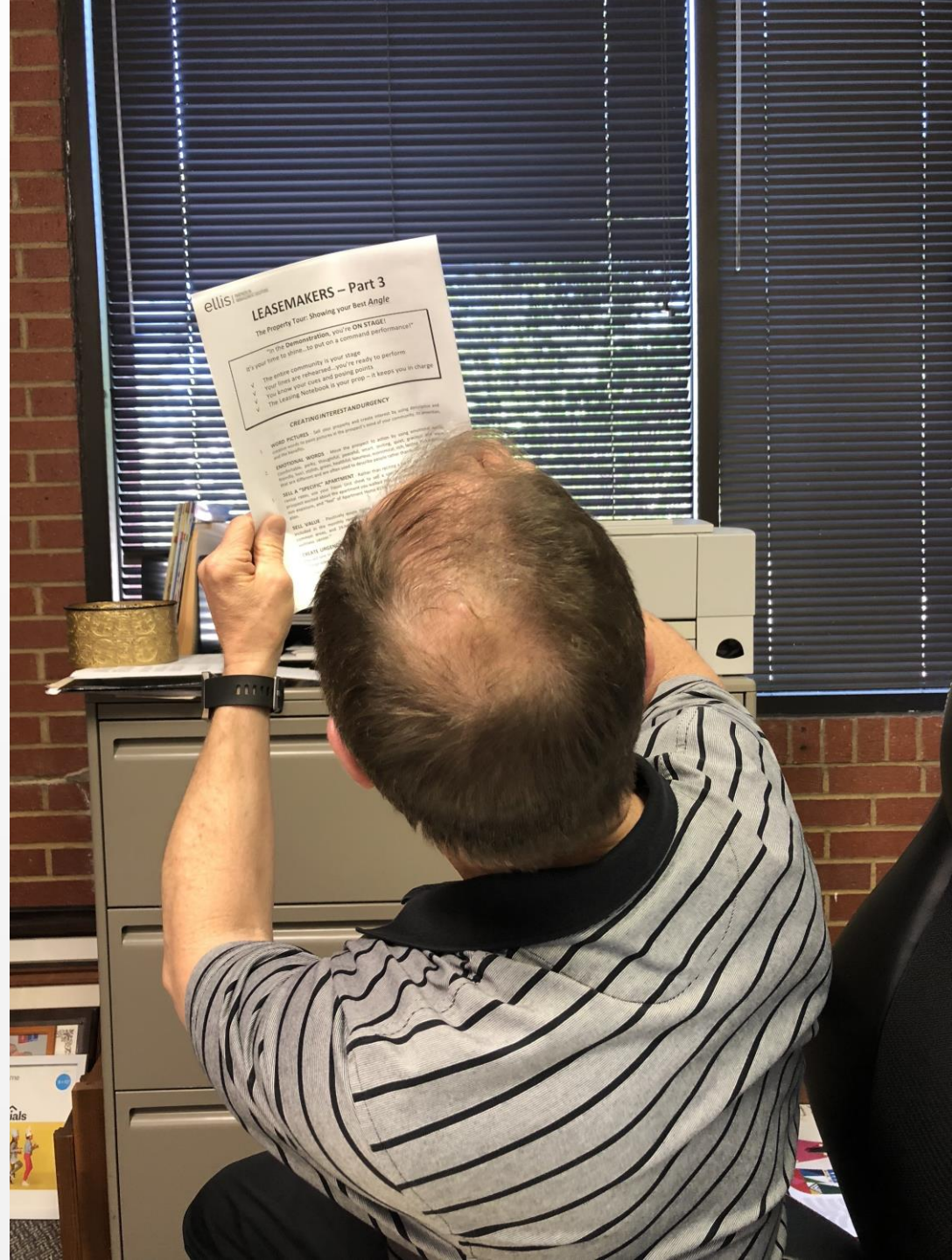
**Or how 'bout
THIS angle?**

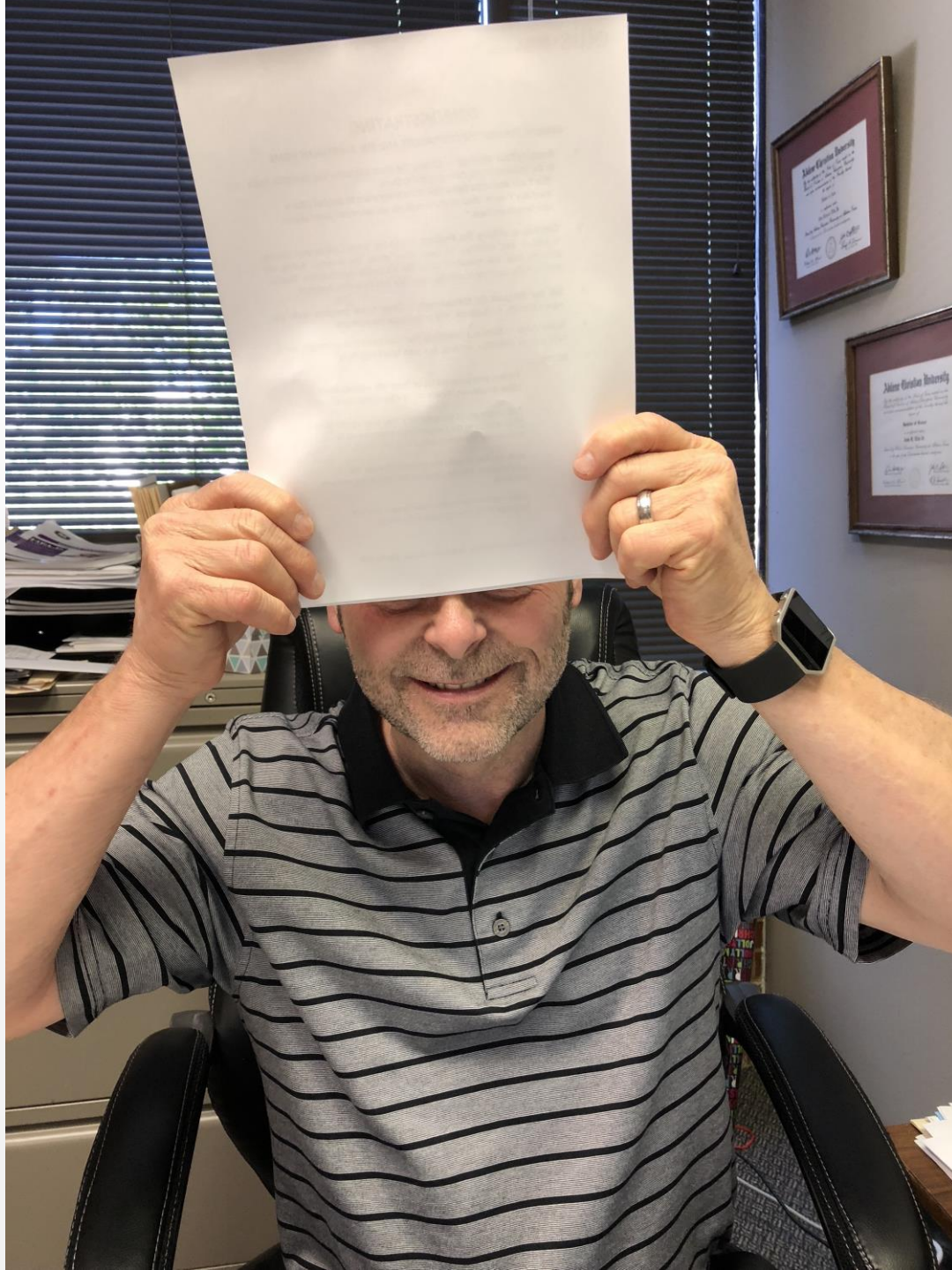


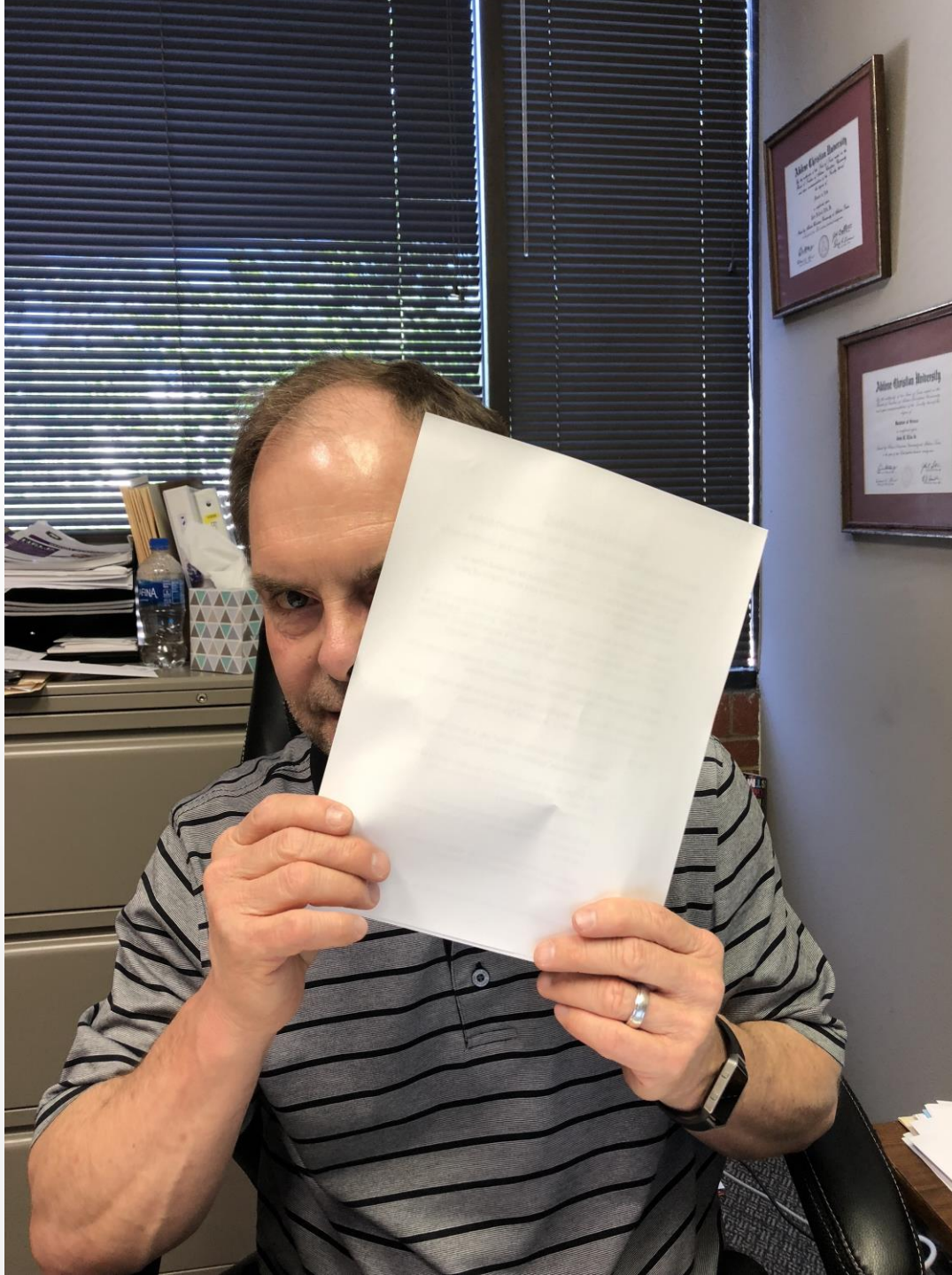


**THIS angle?
Odd!!**

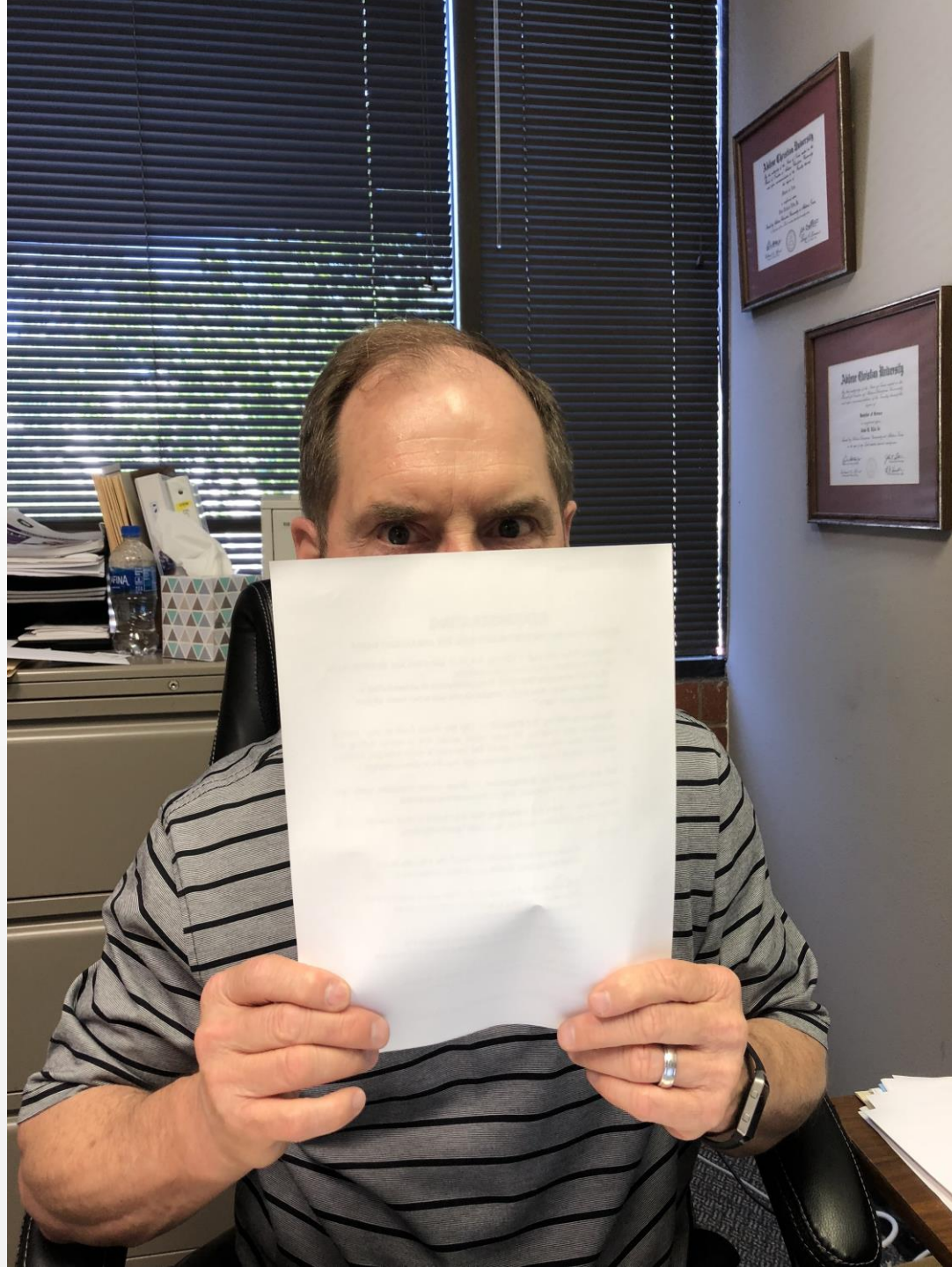
Hmmmm?
(Balding!)



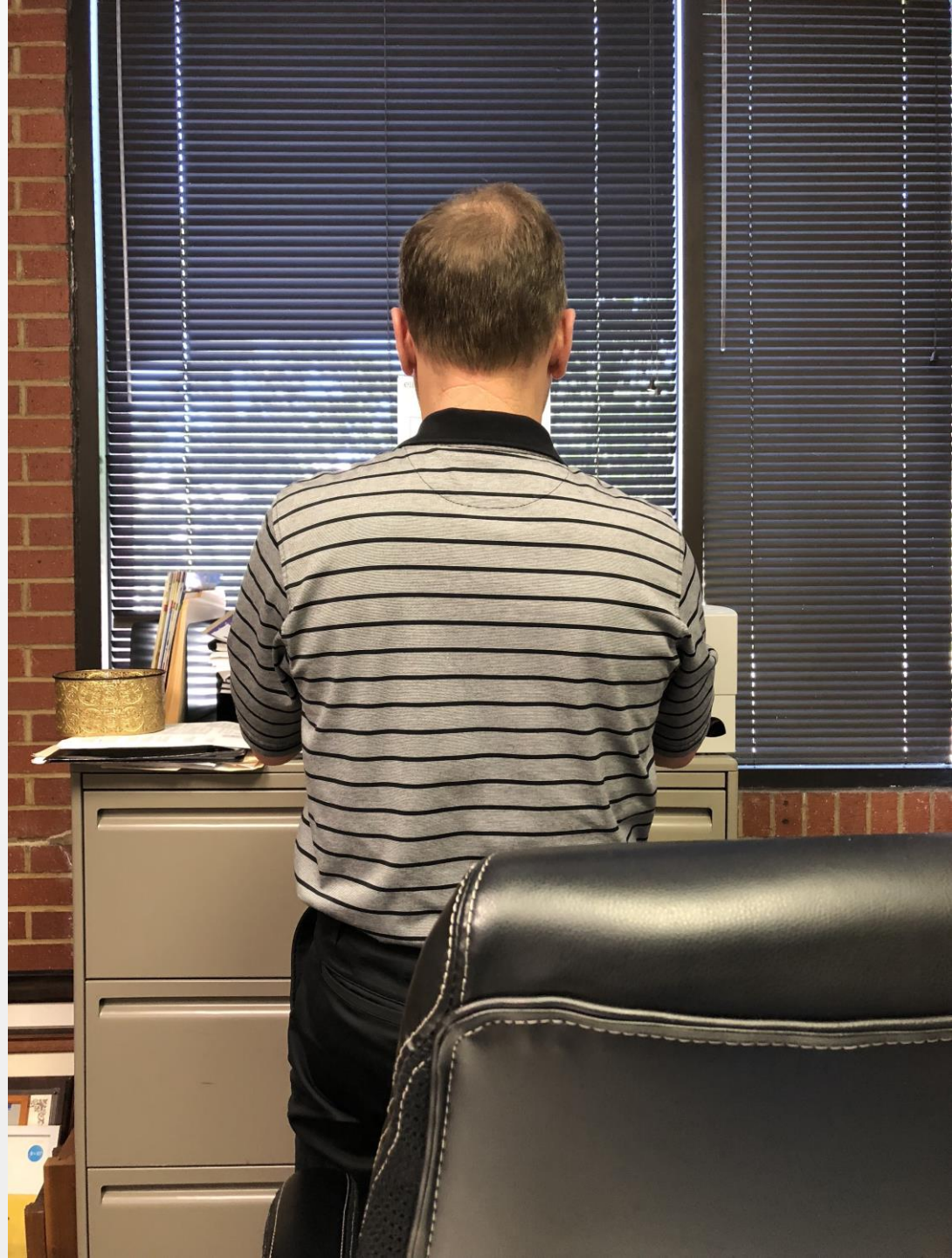




Creepy!



Some say this
it MY best
angle!





Hey! I
kinda like
THIS
angle!



**HAVE A
PLAN**

Demonstrating – Showing the Apt.

On-Site Presentation

1. Greeting

2. Qualify

3. Demonstrate

4. Close





**Demonstrating
Earning the
Lease by...
Jumping
Through
Hoops!**

"...SAY, YOU GUYS DO HAVE COVERED
PARKIN', DON'T YA? OL' LIGHTNIN HATES
THU RAIN..."

Page **1** in Handout

LEASEMAKERS III

Demonstrating

© Copyright 2017. All rights reserved.

You Are ON STAGE!

- ✓ **Perform!** – It is your time to shine!
Put on a command performance.
- ✓ **The Property is Your Stage.**
- ✓ **Rehearsed** – You have practiced and you know your lines.
- ✓ **Cues & Posing Points** –
You have strategically planned each stop.



The Leasing Notebook is Your Prop

© Copyright 2017. All rights reserved.

Demonstrating your Community to Create Interest & Urgency

1. Word Pictures
2. Emotional Words
3. Sell a “Specific”
Apartment
4. Sell Value
5. Create Urgency



© Copyright 2017. All rights reserved.

Page **2** in Handout

LEASEMAKERS III

Demonstrating

© Copyright 2017. All rights reserved.

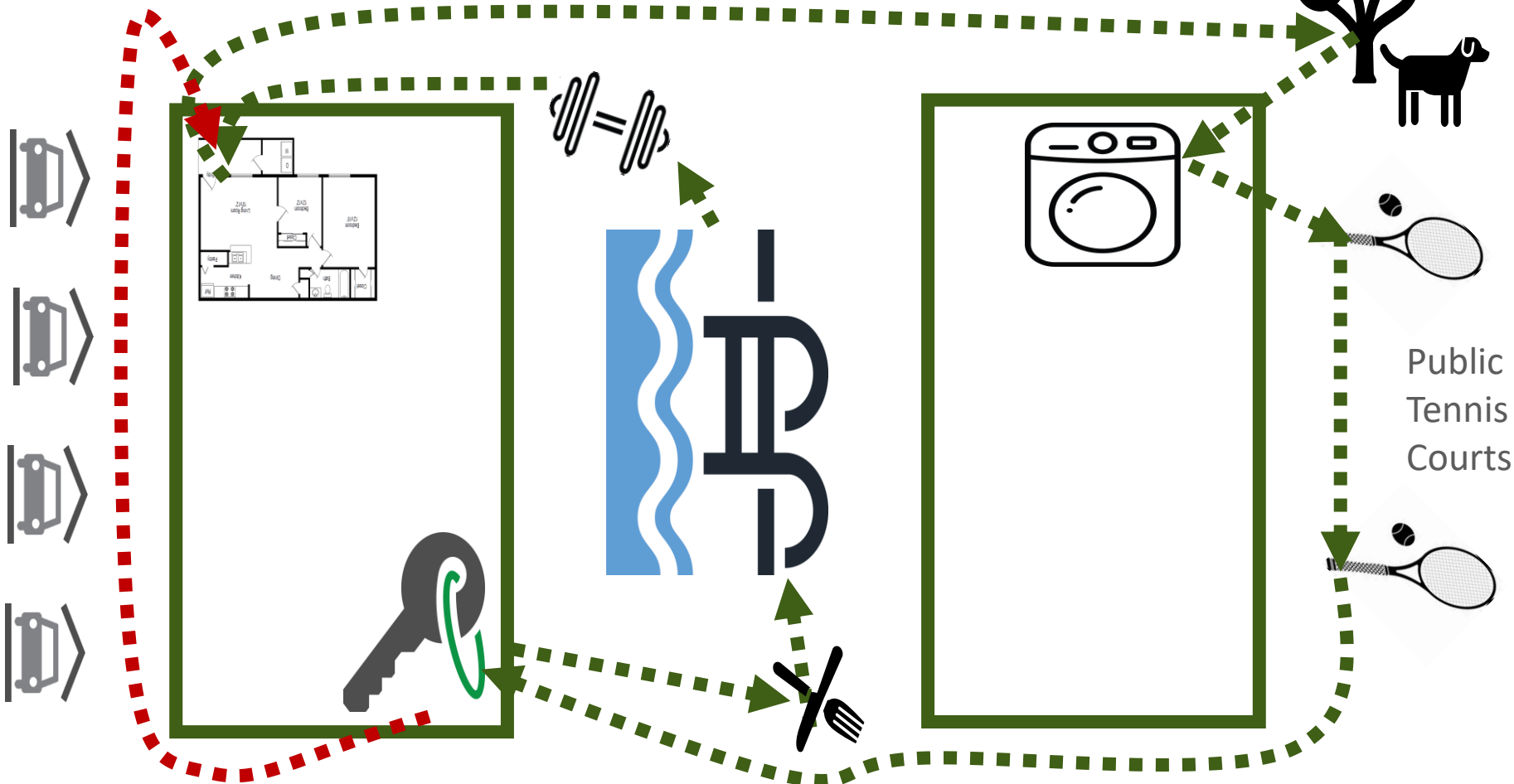


**HAVE A
PLAN**

The Property Tour



1. **Property Tour Strategy**
2. **Continue Qualifying the Prospect**
3. **Sell the Prospect on Management**
4. **Stress Value**
5. **Never...**



Public
Tennis
Courts

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. 😊

The Guest Card

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



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.

Page **3** in Handout

LEASEMAKERS III

Demonstrating

© Copyright 2017. All rights reserved.

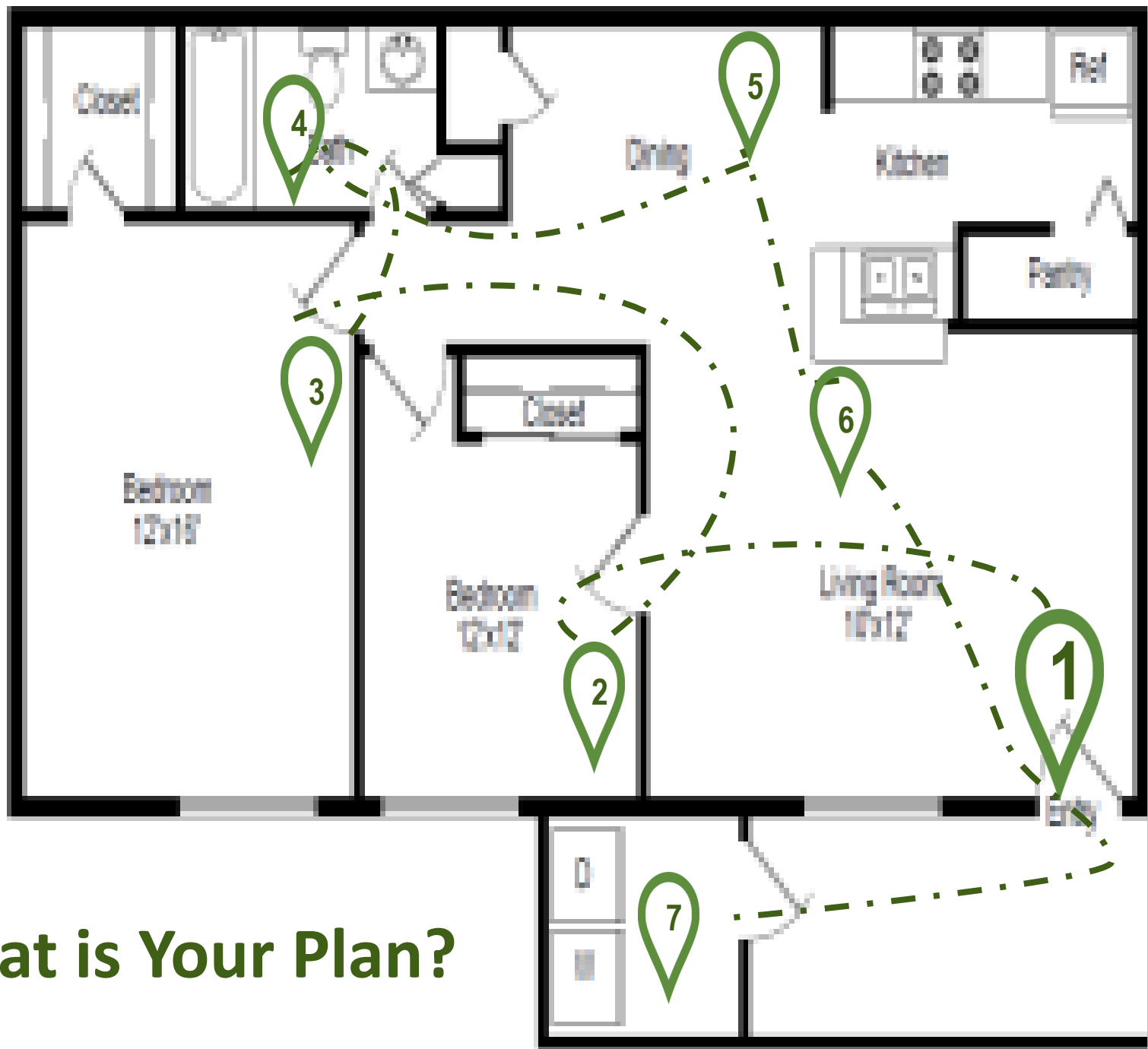


**HAVE A
PLAN**

Apartment Tour Strategy

1. Have an Exciting and Enthusiastic “Opening Statement”
2. Open the Door for the Prospect
3. Have a **Strategy** for Showing the Apartment
4. Maintain Control of the Demonstration
5. Feature/Benefit Selling





What is Your Plan?



Showing the Apartment Home

6. Get the Prospect Actively Involved
7. Stress Value
8. Know When to Back Off
9. Begin Making Closing Statements

Page **4** in Handout

LEASEMAKERS III

Demonstrating

© Copyright 2017. All rights reserved.

Feature SELLING Benefit



FEATURE

Description; hard cold fact.
Comes from product
knowledge.



BENEFIT

Tells how the FEATURE
aids or contributes to the
prospect's needs or
quality of life.



Questions?

Our Next Ellis Webinar!

The 12 Principles of Extreme Ownership

Thursday, August 9, 2019

TIME CHANGE!

11:00 AM – 11:30 AM CST

Register now at epmsonline.com!

Debra Van Cleve



The Ellis Companies

thank you!

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

Joanna Ellis

Chief Executive Officer

Ellis Partners in Management Solutions

jellis@epmsonline.com | (972) 256-3767

Francis Chow

Chief Strategic Officer

Ellis Partners in Management Solutions

fchow@epmsonline.com | (972) 256-3767

Pam Roberts

Director of Engagement and Communications

Edge2Learn

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



Thank You.

Thank You
Very Much!

© Copyright 2017. All rights reserved.



Questions?



Next LEASEMAKERS Webinar



*LEASEMAKERS Series: Part IV
CLOSING –
Commencing the Deal*

Presenter:
Rick Ellis, CAM, CPM

Thursday, October 10, 2019
1:00 PM – 1:45 PM CST

© Copyright 2017. All rights reserved.



Thank You.

Thank You
Very Much!

© Copyright 2017. All rights reserved.

Rick Ellis

**Far Far
Away...**

**Live Long
and
Prosper...**

Rick



Monday

And email if
you have a
question or
comment.

rick.ellis@ellisconsulting.com



RENTER'S VOICE
www.rentersvoice.com

Thanks!
Come see us
sometime!
BYE BYE!



© Copyright 2017. All rights reserved.