

LEASEMAKERS – Part IV

Closing – The Bottom Line

WELCOME!

WEBINAR



Join Us Now...



LEASEMAKERS Series

Part 4: **Closing: The Bottom Line**

Creating Commitment & Commencement

LEASEMAKERS – Part IV Closing – The Bottom Line

Join Us Now...

WEBINAR



OK...Do You Have All the Handouts?

- CLOSING...The Bottom Line!
(9 Page Handout??)
- Guest Card
(2 sided Guest Card??)

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 shows 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". Below the navigation bar, a welcome message "Welcome, Molly Manager" is displayed. The main dashboard area features four circular progress indicators: "To do" with a value of 5, "Overdue" with a value of 0, "Completed" with a value of 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 of the dashboard states: "Launch training from your Dashboard". Below the progress indicators, there is a tabbed interface with categories: 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?



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Today's Presentation!



Your Presenter: RICK ELLIS



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Meet Your Speaker

Rick Ellis, CAM, CPM



- Mr. Ellis 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 taught at a university in Volgograd Russia for 8 years. But he taught in English! Whew!

Join Us Now...



LEASEMAKERS Series

Part 4: **Closing: The Bottom Line**

Creating Commitment & Commencement

Indiana
Rick





Happy Thursday!

(Just 4 More Days 'till Monday!)

Your Presenter:

***Rick Ellis,
CAM, CPM***





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Rick Ellis

LOVES

Monday!



**Rick
Ellis**
CAM, CPM



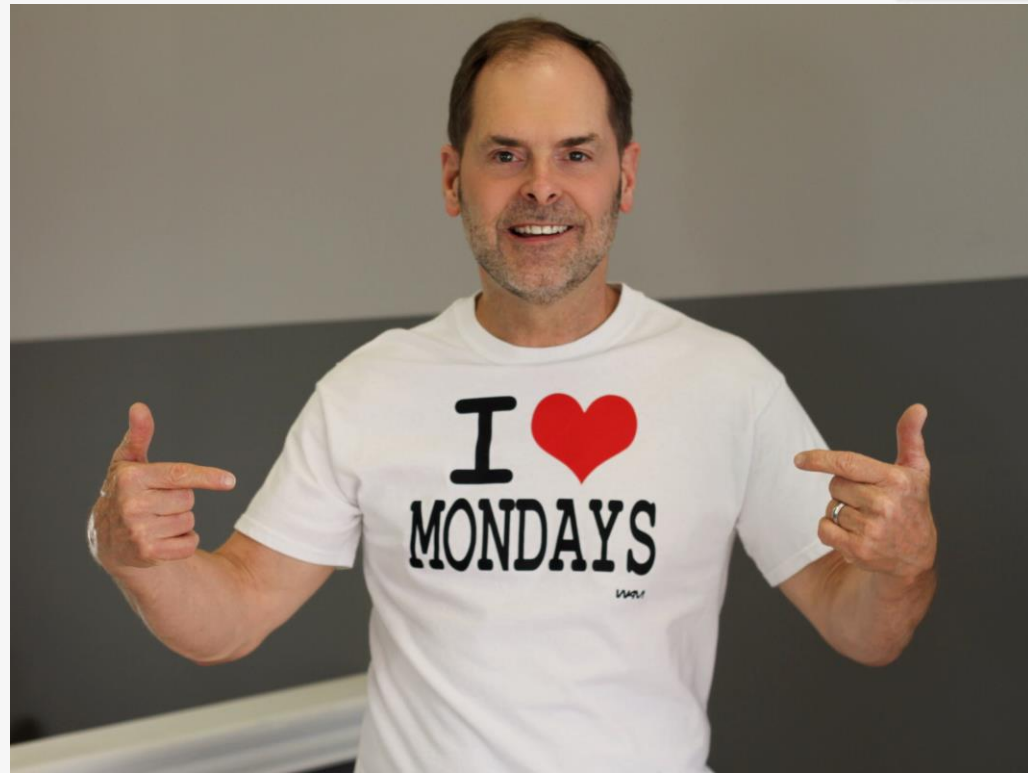
**I LOVE
Monday's!**

Monday's are
Groovy, Baby

4 Days 'till *Monday!*

“Be so good they can’t ignore you” ~ Steve Martin

**“The man on top of the mountain did not fall there.”
~ Vince Lombardi**



Rick Ellis

Loves coffee!



73° here in Irving, TX
Rain in the forecast! Yeah

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

OK...Do You Have All the Handouts?

- CLOSING...The Bottom Line!
(9 Page Handout??)
- Guest Card
(2 sided Guest Card??)

Leasing Presentation Outline

Telephone Presentation

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

On-Site Presentation

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

Closing – Finishing Strong!

On-Site Presentation

1. Greeting
2. Qualify
3. Demonstrate
4. **CLOSE!** (Commence)

**If you Don't Lease.....
You
Don't
Last!**

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If you Don't Lease.....

RIGHT...

**You
Don't
Last!**

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**BUT if you Lease “Right”
Your
Leases
Last!**

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CLOSE? Is It The End? NO!

It's Not Really a
CLOSE!

It is a “Commencement”

A NEW Beginning!

The Continuation
of the

RELATIONSHIP!



What Closing is NOT!

1. Handing out rental applications or links to app
2. Waiting for Prospect to say, “Yes, I want it!”
3. Giving your Prospect your card and asking them to call if they have questions.
4. Being very careful to not be TOO Pushy.

Remember...the Prospect called or visited you!
You did not cold call. It would be
abnormal, inappropriate, and rude
NOT to ask them to lease!

Relationship First...

Commitment/Close Second



**The result will be
MORE Leasing...
MORE New Residents!**

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Relationship Beginnings

It's the Sales Presentation



The Romance and Courtship!

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CLOSING is The Wedding Proposal



- The presentation is the romance and courtship.
- The “close” is the proposal.
- The time between leasing and move-in day you and your prospect are fiancés!
- Move in is the Wedding Day! Joyful and Important!
- Then the Marriage – the tough part! (Resident Retention)

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Be NICE...Really!

NICE?

**It is nice to be
important...**

**But it is MORE
important to be
*NICE!***

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Closing



“Moving the Prospect Off the Edge of the Cliff”

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FEP! It Means...

1. **Friendly**

2. **Enthusiastic**

3. **Professional**

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Relationship CLOSING

The Single Words to Best Describe the Ideal Leasing Professional:

1. **Friendly**
2. **Enthusiastic**
3. **Professional**



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Marley is FEP!!



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



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

Closing Basics

1. **ABC** First Contact – Always Be Closing!
2. Develop the *YES* Habit
3. Temperature – Taking Questions
4. Body Language
5. Know When to Shut Up!
6. Where to Close? Anywhere!

Ask for the Money!



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Overcoming Objections



“View objections as buying signals and act on them. Objections show interest. The prospect would not bother to object if they were not interested.”

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Objection.... Or Just a “Complaint”?



“Sometimes the prospect is simply complaining. They don’t really expect your to have an answer or to resolve anything.”

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Two Types of Objections

- Easy Objection – Is Not True!
- Difficult Objection – Is True!



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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.: _____ ☐ _____

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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: _____

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.

Anticipate Objections!

The Easiest Way to Overcome Objections

1. You know the obvious shortcomings of your property – have your answers ready in advance.
2. It is easier to educate the prospect on the advantages of a possible objection than to defend it after the prospect objects!



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Handling the Put - Off

1. “Let me think about it.”
2. “I really want to look around some more.”
3. I’ m just not sure about this.”



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Handling the Put - Off

“Let me think about it.”

“You should think about it! It is a very important decision.”

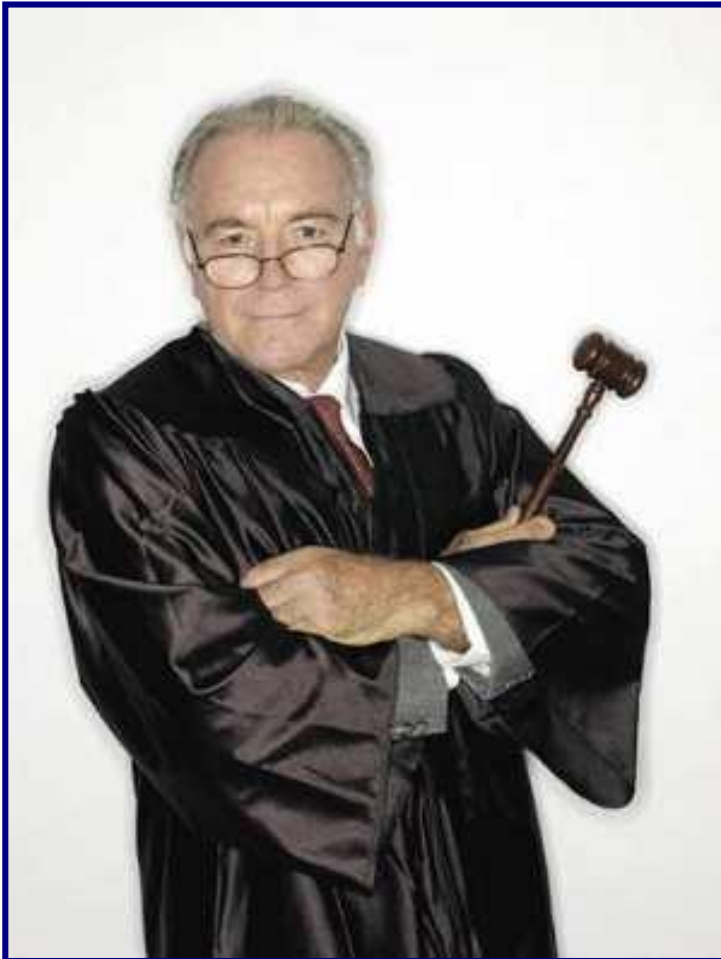
“Would you mind telling me some of the things you will be thinking about?”

My Dear Doggie, *“Precious”*



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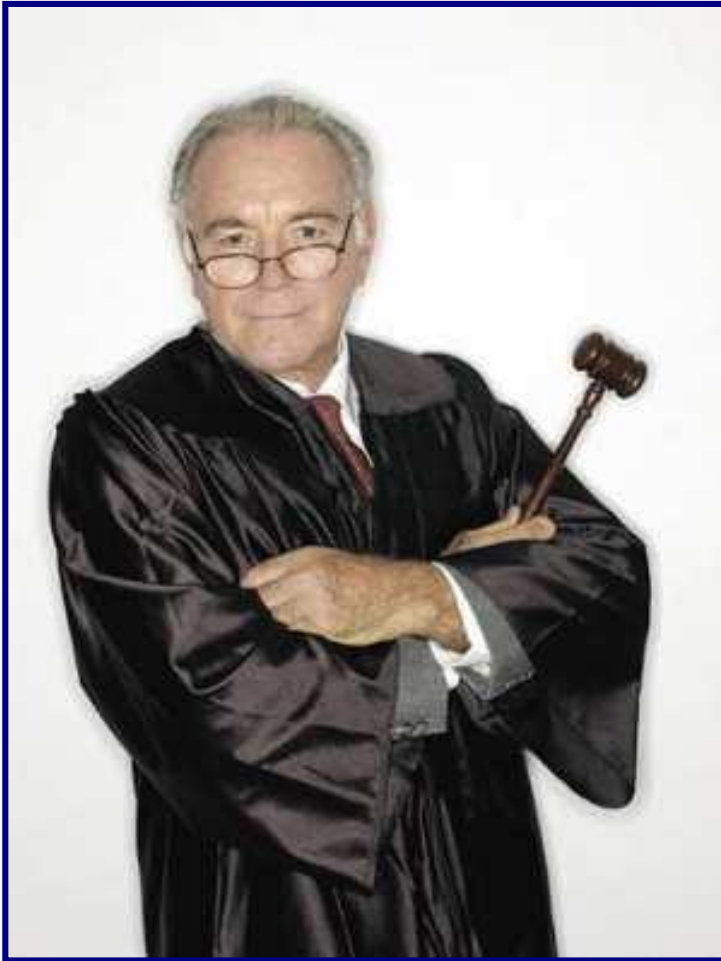
“Closes” to Use in “Commencing” the Lease



1. **Trial** Close
2. **Direct** Close
3. **Which** Close
4. **Summary** Close
5. **Assumptive** Close

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“Commencing” the Lease



1. Trial (Pre) Close

“How do you think you will arrange your furniture?”

“Where will you put your flatscreen?”

“Closes” to Use in “Closing” the Lease

2. Direct Close

“Joanna, I know you would love this apartment home. Let’s go back to the office and take care of the paperwork...”

Then I can hold this very apartment for you!”



“Closes” to Use in “Closing” the Lease

3. Which Close

“Which apartment home do you like best? The luxury 1 bedroom study OR the really cool loft overlooking to pool?”



“Closes” to Use in “Closing” the Lease



4. Summary Close

“It has everything you were looking for. Best of all, it is ready for an immediate move in since your current lease is up”

“Closes” to Use in “Closing” the Lease



5. Assumptive Close

“While you are completing this rental application, I will be preparing the lease. Then you will be all set to move in this weekend.”

Follow Up...Follow Thru!

It can take up to 14 “touches” to Make a Sale

- 1.Let the Prospect Know You Care.
- 1.Attempt to Make a Second Appointment.
- 1.Determine Remaining Concerns and Level of Interest

Leasing is Just the Beginning...

Now for the
Most Important
Task...
Keeping the
Resident!
(the “Marriage”)



I Have A Dream

I dream of a world where chickens can cross the road without their motives being questioned.



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Questions?

Our Next Ellis Webinar!

Maximizing the Value of Your Best Feature (The Power of Presence)

Thursday, November 14, 2019

1:00 PM – 1:30 PM CST

Register now at epmsonline.com!

Kathy Vance



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The Ellis Companies

thank you!

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

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Friendly
Reminder:

**Watch Out for
Those Little
Tricker Treaters
On Halloween**



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Thanks!

**I have really
enjoyed my
time with
YOU!**



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Questions?

