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Leasing Hacks v2.0

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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

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



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MEET YOUR SPEAKER

Rommel Anacan



- Rommel is the president of The Relationship Difference in Orange County, CA.
- He has experience at all levels of the multi-housing industry, from onsite to corporate.
- He has earned a reputation in the industry for solving challenges in uncommon ways.
- He is known as “The Connection Expert” and his “Win With People” message has a powerful impact on communication, sales and customer service.
- A fun fact about Rommel is he is the newest member of the famed Apartment All-Stars!

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**Leasing Hack #1:
Think of the sales
and leasing
process as you
trying to get your
customer to **fall in
love** with your
community!**

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70% of buying experiences are based on how customers **feel they are being treated.**
Source: McKinsey

An illustration of two people sitting on a swing, hugging, against a warm sunset background. The scene includes a large tree on the right, a body of water in the foreground, and several red hearts falling from the sky. The overall color palette is warm, featuring oranges, yellows, and browns.

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Think of the sales
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process as you
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Hack #2:
Every part of the sales process should include
a “call to action”



Hack #2:
Identify the next step...
Invite them to take the next step


It's a process!



- Do you have any questions that I can answer for you?
- I just need some information from you so that I can help you find the perfect home.
- I typically work by appointment...would morning or afternoon work better for you?
- Why don't we take the apartment off the market?
- Let's make another appointment for you to bring back your wife/husband



Hack #2:
Every part of the sales process should include
a “call to action”



Hack #3: Answering the Phone
“I’d be happy to help you with
that! Who am I speaking with?”

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Hack #4

“Have you visited our website?”

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The typical consumer completes

70%

the buying journey on their own

Source: Rentping.com and Vidyard



You can avoid this by....



Hack #4

“Have you visited our website?”

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Hack #5 : The 30 Minute Strategy
“What if they don’t want to make an appointment??”

“We always welcome walk-in clients! However, what I would recommend is that you give me a call about 30 minutes before you think you’ll stop in so that I can make sure someone is here to help you. Our office can get really busy and I would hate for you to have to wait when you get here!”

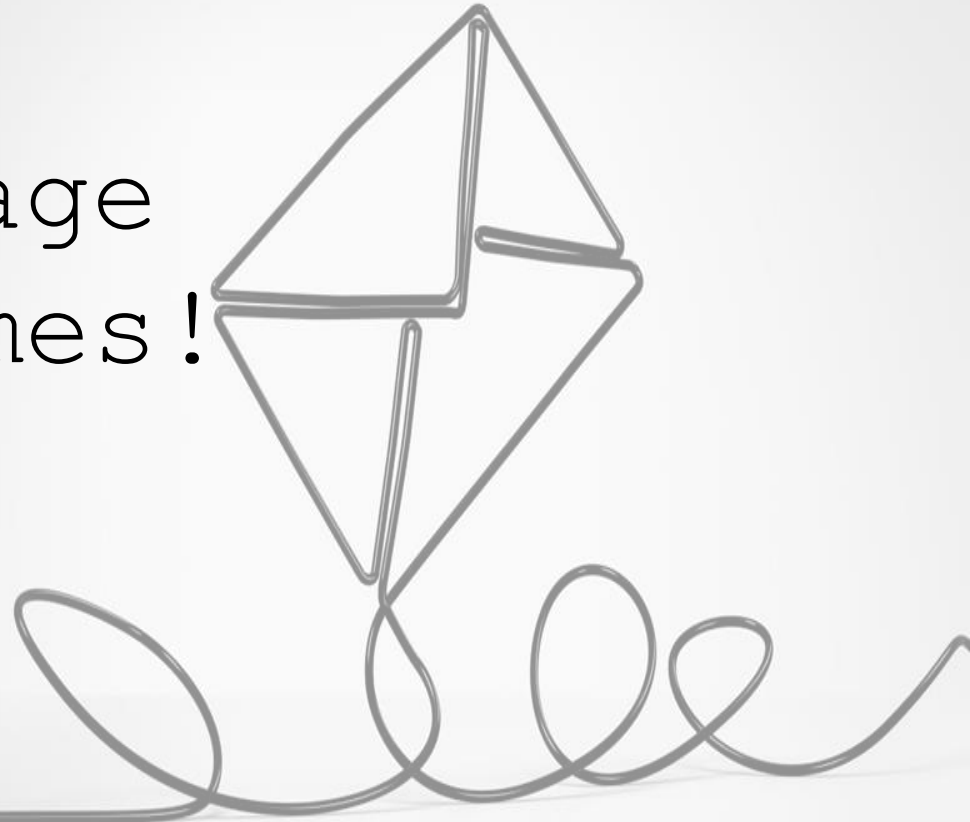


SUBJECT LINES MAKE A DIFFERENCE

Hack #6

Use friendly email subject lines

Subject: Hi from
Rommel
at The Village
Apartment Homes!



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Hack #7
Make the tour feel like a date!

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I wonder if that waiter is single?

No!

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Leasing Hack #8: Get creative with your floorplan descriptions!

PARADE OF HOMES



**SEPT. 24TH - OCT. 2ND
OPEN DAILY 1 PM-7 PM**



**Leasing Hack #9:
Have your model
tell its own story!**

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Did you know this kitchen
has 17 cabinets and drawers
in it?

(Yep, we counted!)

**Leasing Hack #9:
Have your model
tell its own **story!****



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While we think you'll love the kitchen-if you don't want to cook there are 11 restaurants within walking distance (and 6 of them deliver!)

**Leasing Hack #9:
Have your model
tell its own **story!****



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Our high-efficiency toilets
can reduce your water
usage by 20%!

**Leasing Hack #9:
Have your model
tell its own **story!****

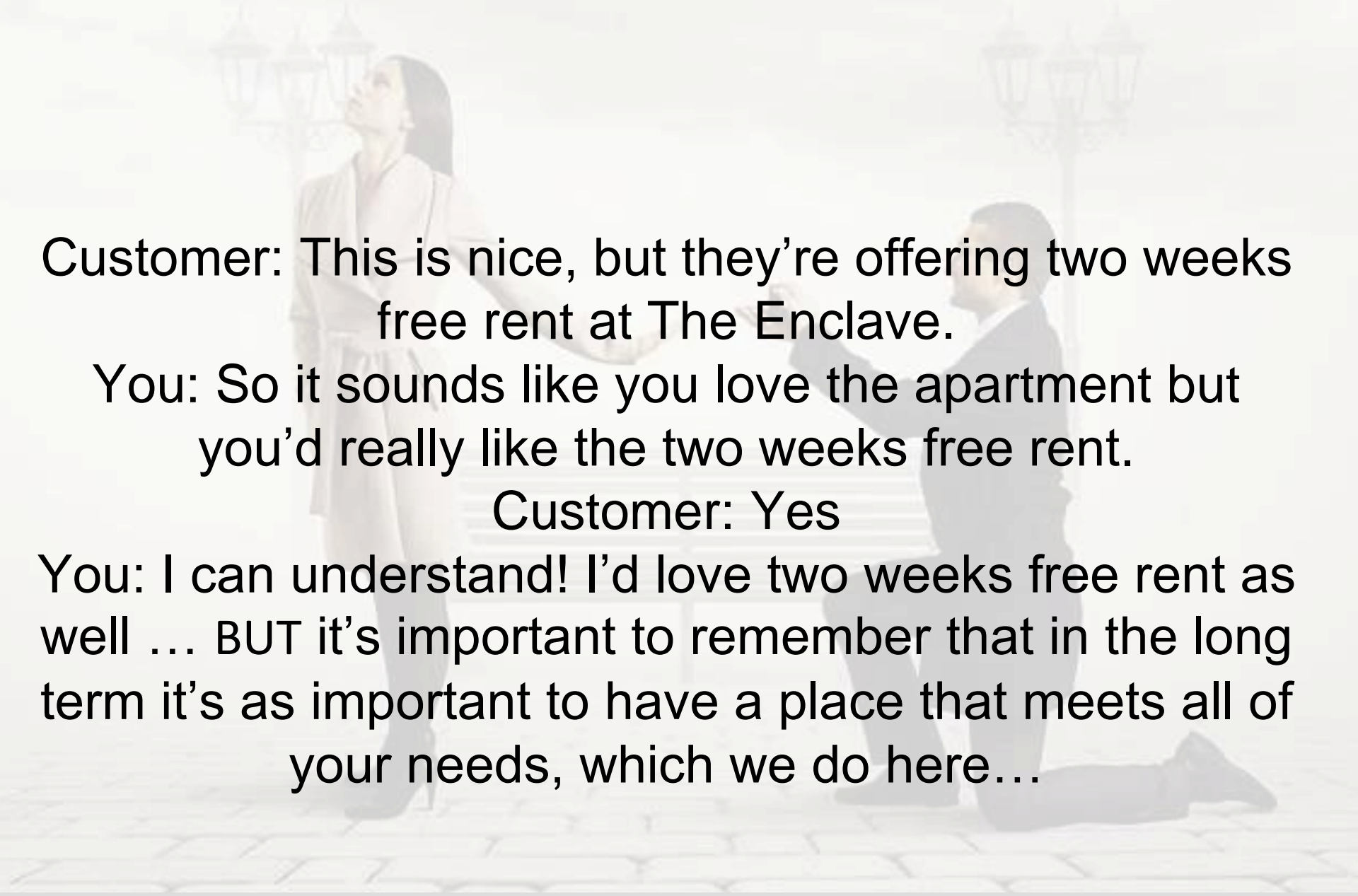


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Leasing Hack #10: Use “AND” not “BUT” when overcoming objections

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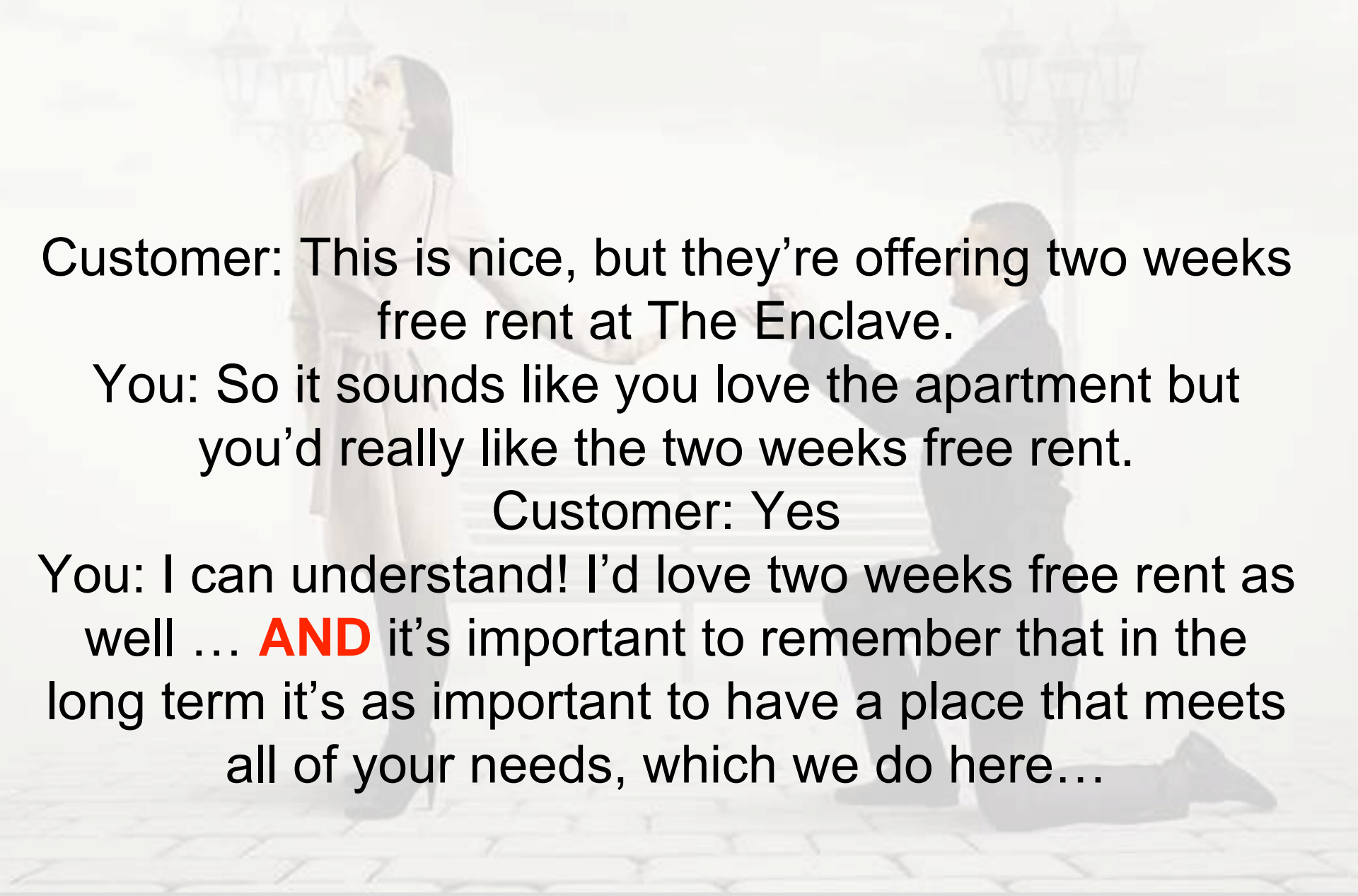
Customer: This is nice, but they're offering two weeks free rent at The Enclave.

You: So it sounds like you love the apartment but you'd really like the two weeks free rent.

Customer: Yes

You: I can understand! I'd love two weeks free rent as well ... BUT it's important to remember that in the long term it's as important to have a place that meets all of your needs, which we do here...

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Customer: This is nice, but they're offering two weeks free rent at The Enclave.

You: So it sounds like you love the apartment but you'd really like the two weeks free rent.

Customer: Yes

You: I can understand! I'd love two weeks free rent as well ... **AND** it's important to remember that in the long term it's as important to have a place that meets all of your needs, which we do here...

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AND

Customer: *It's a nice place, but I really wanted a walk-in closet.*

You: *So what I'm hearing is that you love it but the not having a walk-in closet is a bummer.*

Customer: *Yes.*

You: *I absolutely understand! A closet is important to me too...**AND** I know of some great solutions that will give you more storage and won't cost a lot of money. It's also important to remember that here you'll have the kitchen you really liked and the large room for the kids..."*



Questions?





Rommel Anacan

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Let's connect!

Upcoming Webinar



Presenter: Misty Sanford

How to Make a First Impression &
Build Rapport that Lasts!

Thursday, July 13, 2017

1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

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