

Download Your Handout



LEASING TO KEEP'EM!

Keeping Residents Longer Even in a COVID-19 World

WELCOME!



Download Your Handout



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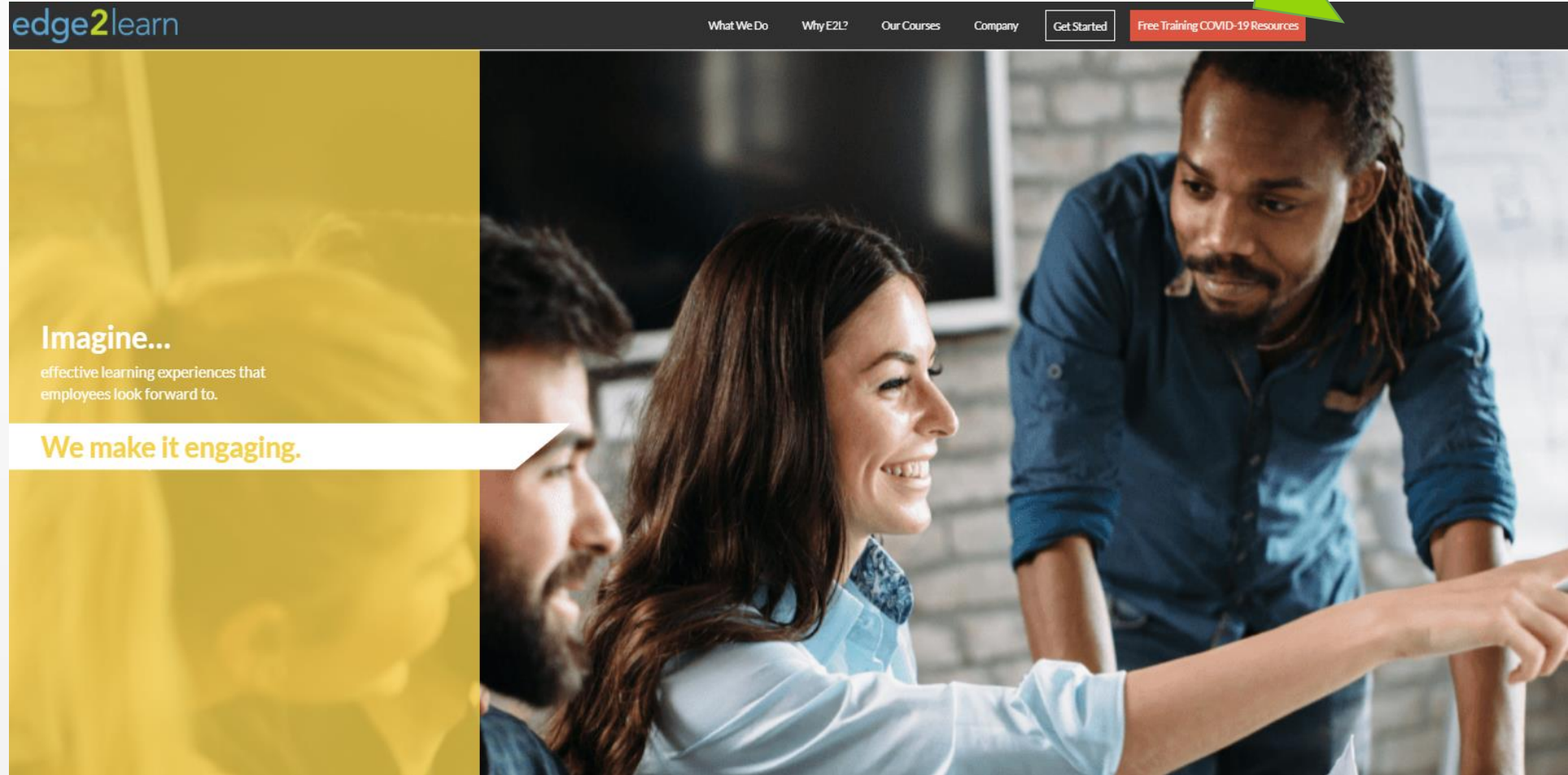
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Grow your teams in all areas throughout their careers.

edge2learn.com



COVID-19 Resource Center

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edge2learn

COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. We have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.
Your Partners at Edge2Learn and Ellis Partners

| | | | | | |
|---------------------------------|------------------------------------|--|---|--------------------------|--|
| | | | | | |
| | | | | | |
| | Precautions for Maintenance | | | Covid-19 Planning | |
| | | | | | |
| Leadership | | | Working From Home | | |
| | | | | | |
| Other Resources | | | | | |
| | | | | | |
| A Partner You Can Trust! | | | Outside Resources: Learning from Others! | | |
| | | | | | |

Ellis Mystery Shops

ellis | PARTNERS IN
MANAGEMENT SOLUTIONS

SOLUTIONS •

INSIGHTS •

COMPANY

BECOME A SHOPPER

#WeCanHelp #35YearsExperience

Internet Shops

Email

Chat

Text

Telephone Shops

Standard Telephone

Basic Virtual Leasing Experience Mystery Shops

Advanced Virtual Leasing Experience Shops

Telephone/In Person Shops (Guided or Self Guided)

Telephone with onsite/Audio/Visual

Thank you for joining us today!

Want to learn more?



Pam Roberts Pederson

Director of Engagement and Communications

Edge2Learn

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Today's Presentation!



Meet Your Speaker

Rick Ellis



- Mr. Ellis has been intimately involved in the apartment business for over 39 years.
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- He also runs a management company called Ellis HomeSource.
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX.

LEASING to Keep'em!

Keeping Residents longer...
Even in a Covid-19 World.

—• edge2learn •—

Rick Ellis, CAM, CPM
rick.ellis@ellisconsulting.com



Can you name

TEN

or more parts of the
body that have only

THREE
letters?

1. Arm

2. Ear

3. Eye

4. Gum

5. Hip

6. Jaw

7. Leg

8. Lip

9. Rib

10. Toe

11. Lid

12. Gut

Meet Rick Ellis!



Greetings From Irving TX – 90 degrees and Clear Skies



Your Presenter
in Action!

Here is how a
webinar
“Looks”!

Rick Ellis

CAM, CPM

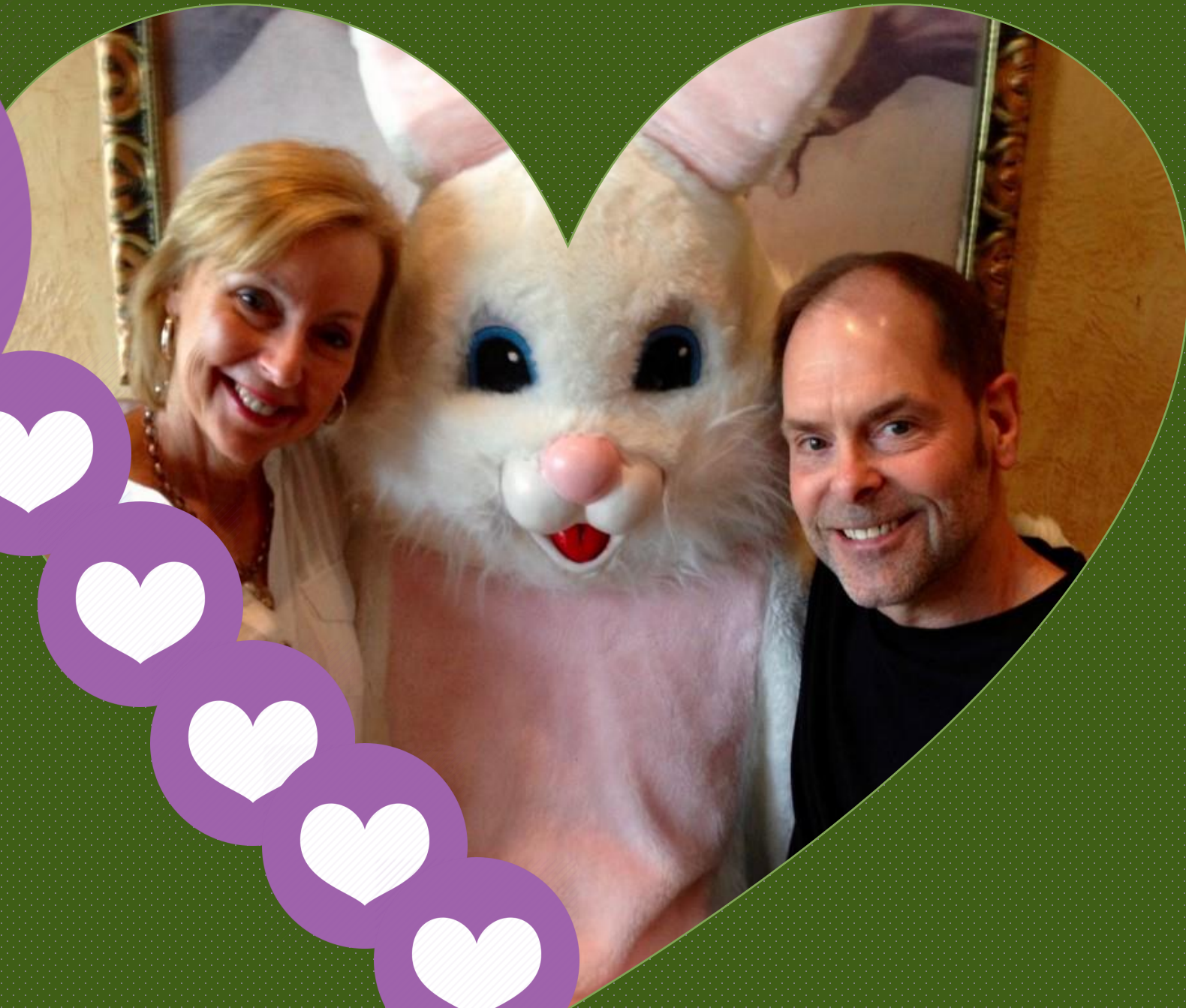


Wife & Best Friend

**Rick
&
Diane**



My wife
DIANE!





J.R..

Phillip



BREE

Marley

**I LOVE
MONDAYS**



I HATE
MONDAYS





LOVE

I ~~HATE~~ MONDAY

Some dread
MONDAY
so much they ruin
SUNDAY

(by dreading Monday!)



Rick Ellis LOVES



**This Webinar is a Team Effort!
I Have to Give Credit to These PM
Geniuses**



Rick Loves Coffee



A top-down view of a white ceramic coffee cup filled with dark brown coffee. The cup is centered on a matching white saucer. The background is a light beige surface with a repeating pattern of brown line art illustrations related to coffee, including coffee beans, a coffee grinder, a coffee pot, and coffee cups. The text "Rick Loves Coffee" is written in white, bold, sans-serif font across the center of the coffee in the cup.

**Rick
Loves
Coffee**



NBC NEWS **SPECIAL REPORT**

PRESIDENT TRUMP DECLARES NATIONAL EMERGENCY

LIVE

Kind of a Celebrity....Rick Ellis



DUMB

DUMBER

Just



Kidding

Rick

Ellis

CAM, CPM



Property Manager since 1980

We provide apartment
portfolio consulting
nationwide.

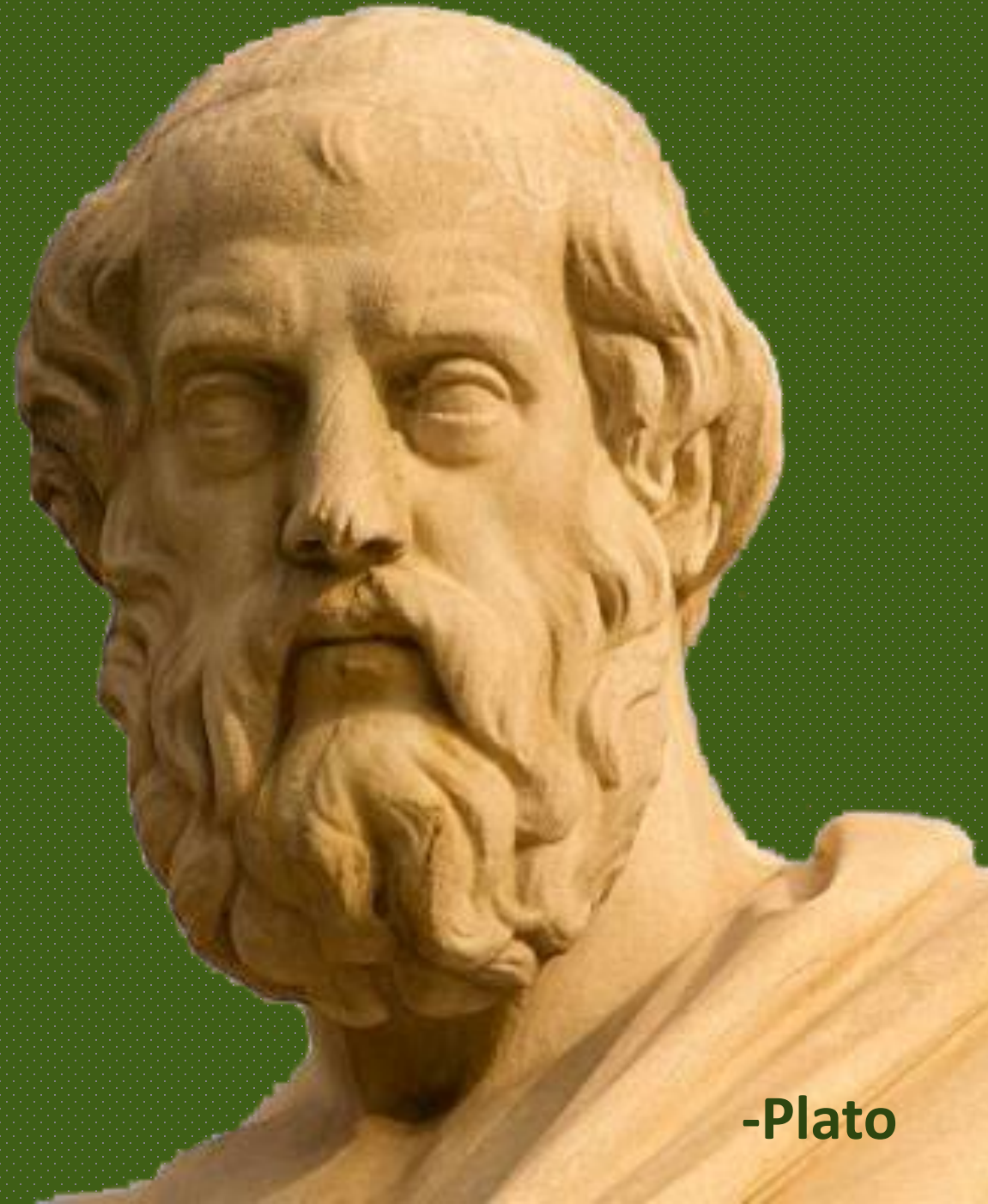
Lease and Manage Apartments
Everyday Just Like You!

I experience the Same
Challenges and Struggles that
each of you experience!

Let's Learn Together!



The Greater Part
of Instruction is
being Reminded
of Things...
You Already Know



-Plato



OK Let's ROCK!!

(Please, buckle your seatbelt.
This is gonna be FAST!)

“Virtual” - Definition

- The adjective **virtual** is used to describe something that exists in essence but not in actuality.
- being such in power, force, or effect, though not actually or expressly such.

Whoa wait! I wanna be ACTUAL...REAL!
How 'bout you??



**Who are the #1
“People”
in this Business?**



Why are we HERE?

What is **OUR** Purpose Onsite?



Lease More
Apartments! NOPE!

Provide the best rental
housing? You Think?

Take Care of our
Residents?

**To Make the Owner
Happy? – Now You're
Getting there!**

A woman with long brown hair, wearing an orange top, is shown from the chest up, looking upwards and to the right with a thoughtful expression, her hand resting on her chin. The background is a dark green wall covered in numerous white, hand-drawn question marks of various sizes. The text is overlaid on this background.

Lease More Apartments!

Provide the best rental housing?

Take Care of our Residents?

To Make the Owner Happy?

Why are we HERE?

To Put More
Money in
the Owner's
Pocket!



That is the MISSION!

Our Most Important Customers

1



Owner

2

you.

3



Resident

What is our



In terms of the most
important people.

The On-Site Team's



**INCREASE THE VALUE OF
THE PROPERTY!**

A close-up photograph of Donald Trump, wearing a dark blue suit, white shirt, and a striped tie. He is pointing his right index finger directly at the viewer with a serious expression. The background is dark and out of focus.

YOU'RE FIRED

(The Apprentice TV Show)

Value Enhancer

That's You!
All of You!

VALUE ENHANCER

Your Most Important Role!

YOUR Job...OUR Job...

Is to make the right decisions to
best enhance and increase the
Value of the Property

**When
you're not
sure what
to do,
just ask
yourself**



**What will
best increase
the value of
this
property?**

Once You
Understand
your Priority
Customer...



THE OWNER!

Then You Can Treat the Resident as though they are

A photograph of a modern, bright apartment interior. The room features large windows that offer a view of a city skyline. In the foreground, there is a light-colored sofa and a coffee table. To the right, a kitchen area is visible with white cabinets and a microwave. The overall atmosphere is clean and contemporary.

NUMBER #1

(even though the Resident is Actually #3!)

The Single Words to Best Describe the Ideal Onsite Apartment Professional:



Friendly • **E**nthusiastic • **P**rofessional



**Marley
Is FEP!!!**



Chester.

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



Bernard is Definitely.... NOT **FEP!**



NO FEP! None whatsoever!

The Single Words to Best Describe the Ideal Onsite Apartment Professional



Friendly • **E**nthusiastic • **P**rofessional

FEP!

1. Friendly

2. Enthusiastic

3. Professional

FEP Friendly Enthusiastic Professional

“Likeable”...its not Virtual

- 1.Residents like to refer to onsite professionals they like.
- 2.Residents will pay more rent and take better care of the property if they like you.
- 3.Residents will renew their lease and stay longer if the team is FEP.

Vladimir, Remember
to always have
FEP!

Of course, Donnie!
I am always
Friendly,
Enthusiastic, &
Professional!!



Its All About Relationship – Like Yours!



- Apartment.com is multifamily's Match.com
- The leasing presentation is the romance and courtship.
- The "close" is the proposal.
- Move-in is the Wedding Day.
- Then the Marriage – the tough part! Retention!

What Does it
Take to Have a
Long Term
Relationship?



Long Term Relationships?

- **Trust**
- **Commitment**
- **Communication**
- **Genuine Concern**



What Does it
Take to Have a
Long Term
Relationship?

**Where does
it start?**



Relationship Beginnings

**It's the Sales
Presentation**



**The
Romance
and
Courtship!**

Relationship First... Leasing & Renewals Second



The result will be MORE
Leases...MORE renewals...

And Residents who stay
longer!

Its All About Relationship – Like Yours!



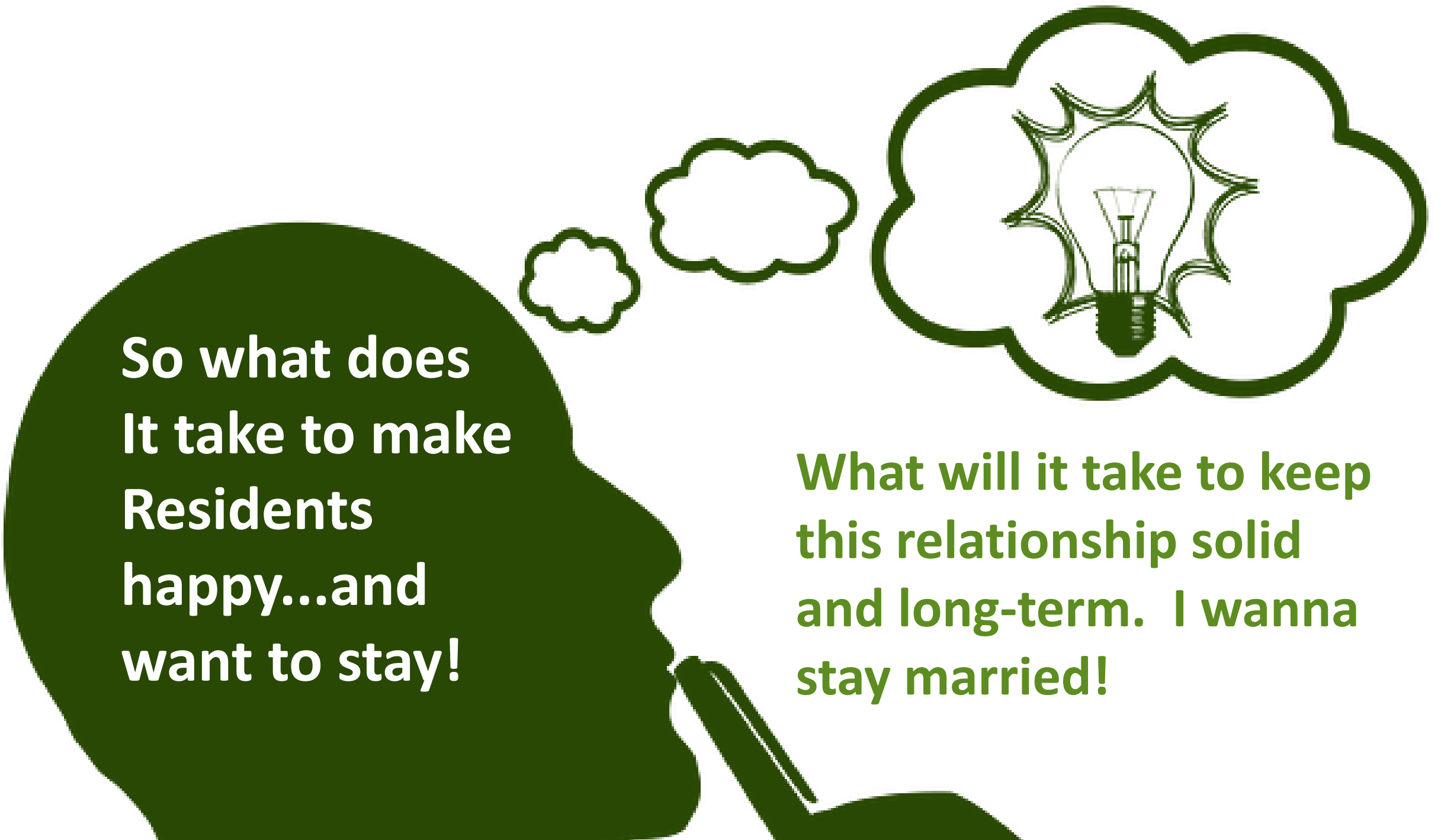
- Apartment.com is multifamily's Match.com
- The leasing presentation is the romance and courtship.
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- Move-in is the Wedding Day.
- Then the Marriage – the tough part! Retention!

And How Do
Residents
Divorce Us?



They End the Relationship

**By Moving
Out!**



**So what does
It take to make
Residents
happy...and
want to stay!**

**What will it take to keep
this relationship solid
and long-term. I wanna
stay married!**



**What Our Residents
REALLY Want...**

But We Somehow Overlook!

So What do Our Residents REALLY Want?



- Parties & Activities
- Resident Appreciation Day
- Newsletters & Cutesy Birthday Cards
- Move-In Gifts (Dumb & Useless)
- Outdoor Living Rooms, Cabanas, Dog Parks!
- Zen Inspired Cross Fit Fitness Spa



OK, These can be nice
gestures...

But what do they **REALLY** Want?

**Give Them
What They
Want!**



Give Residents What They REALLY Want!

- 1. Immaculate Environment**
- 2. Friendly, Efficient , & Prompt Service**
- 3. Good Neighbors**
- 4. Fair and Equal Treatment**



Move In Day!! –(*The Wedding*)

The single most important day for the Resident!

1. Start with a Service Attitude!
2. Pre-Move In Conference
3. No Surprises!!
4. Move-in Extras and Bonuses
5. Move-in Gift

(But what does a new Resident REALLY want?)



What Move-In Gift is Best?

A perfectly Prepared Apartment Home!



AND a Smiling,
Caring, Onsite
Representative!

PEOPLE WITH “FEP”

Friendly



Enthusiastic



Professional

A glowing lightbulb is shown with a pair of glasses and a pen inside it. The lightbulb is illuminated from within, casting a warm glow. The background is dark with a blue and green gradient. The text "A Brilliant Idea!" is written in large, white, bold letters to the right of the lightbulb.

A Brilliant Idea!

*The Lease Renewal Process is a Sales Presentation
(Not a Paperwork Transaction!)*

Lease Renewals

(Wedding Vows Renewal)



A re-selling or re-leasing of an apartment to your current resident!

Personalize Your Re-Leasing Sales Presentation

- **Review** the resident's file – their history at your community
- **Prepare** a strategy before you first contact the resident
- **Up front...**in person!





Renewal Notices & Emails???

*You did not lease the apartment with a letter...
how do you expect to re-lease it with a letter?*

Lease Renewal Closes (Re-Leasing Closes!)

“Which would you prefer
– a twelve or eighteen
month lease?”



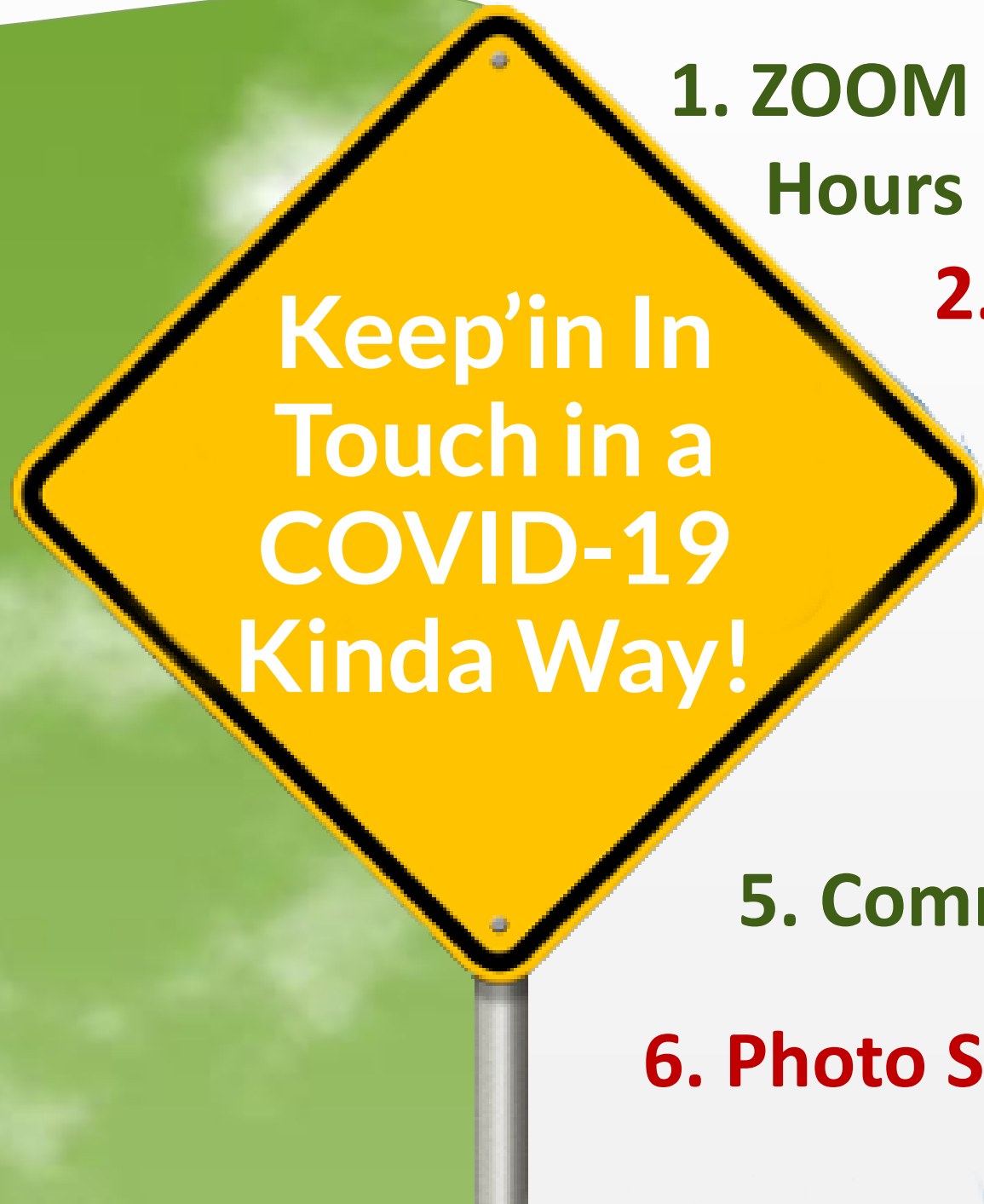
“These are some
terrific renewal gifts,
aren’t they?”

Which would you
prefer...the \$200 in
“Rent Bucks” or the
updated kitchen and
bathroom light kits?”



Lease Renewal “Guarantee”

When there is a specific objection or barrier to renewing...GUARANTEE you will resolve the problem. Or the resident can cancel the renewal!



1. ZOOM Parties, Lectures, Happy Hours

2. Online Book Clubs

3. Virtual Potluck Cookbooks

4. Coffee Breaks & Lunch Dates

5. Community Music Playlist

6. Photo Scavenger Hunt

Works for a Good Marriage...and Long-Term Apartment Residency!

FEP!

FEP!



FEP!

FEP!

1. **F**riendly

2. **E**nthusiastic

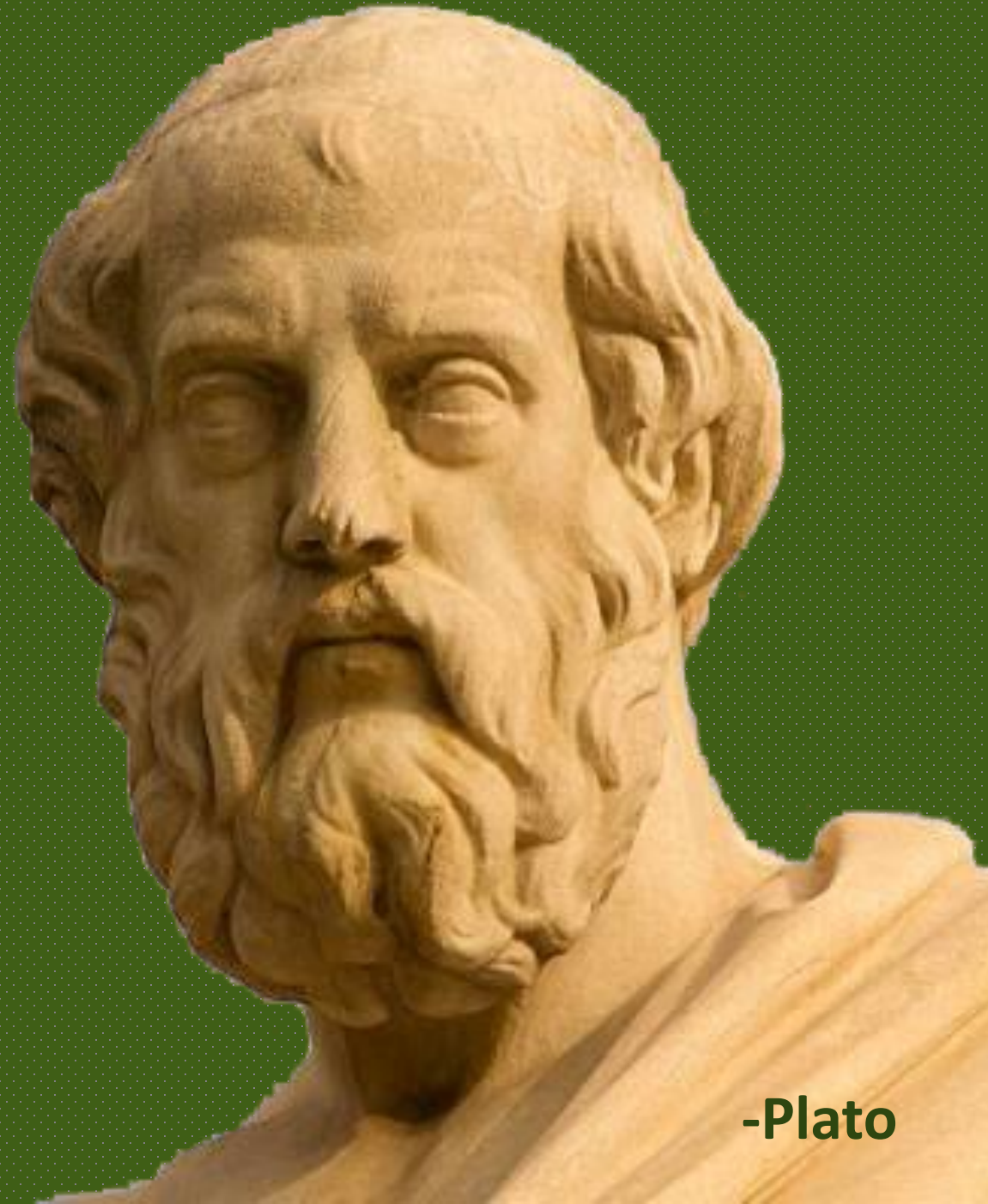
3. **P**rofessional

**Keep'in In
Touch in a
COVID-19
Kinda Way!**



- Phone Call
- Letter or Card
- Flowers & Care Packages
- Online classes & seminars

“Be Kind...
Everyone you
meet is fighting a
tough battle”



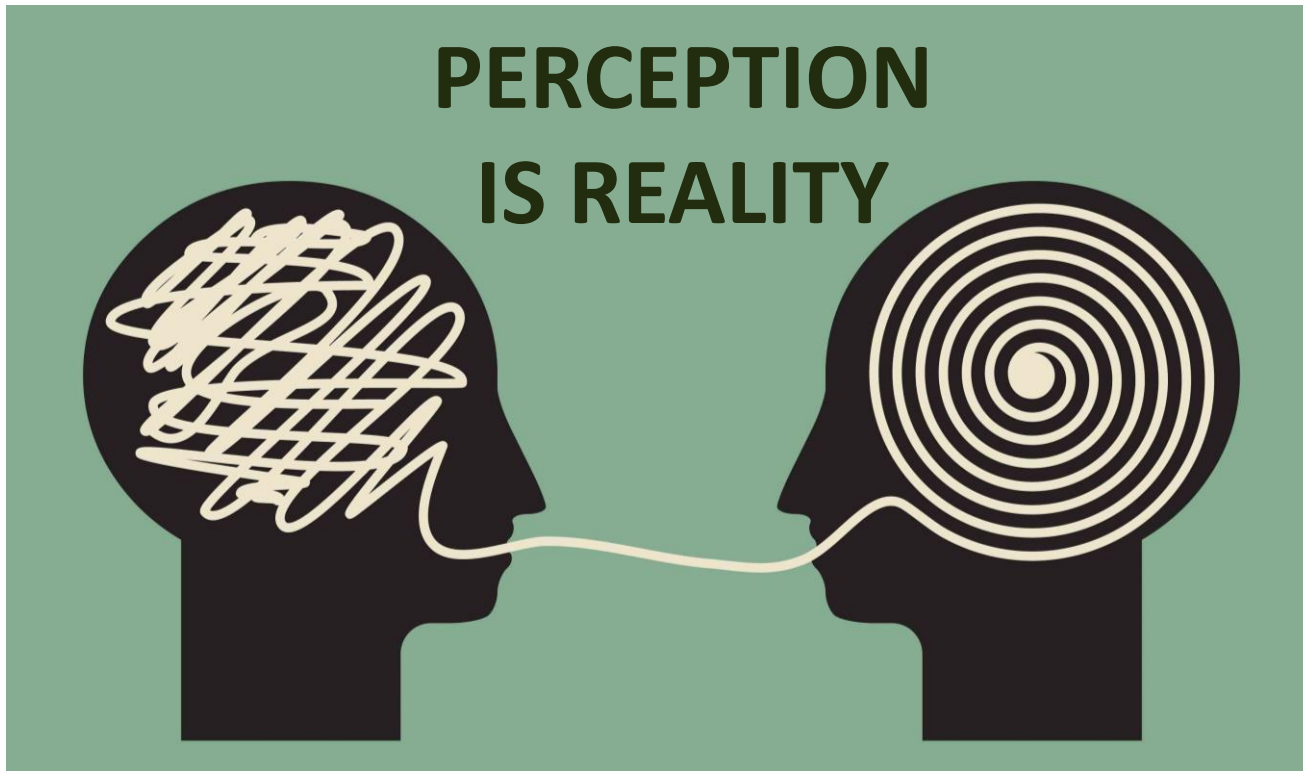
-Plato

BONUS
STUFF

Just a little extra from
Rick Ellis and...


edge2learn

Residents are concerned, scared,
and uncertain about the future!



- Will I have a job?
- Will I get the “virus”?
- What is going to happen in this world?

**I feel outta
control!**



**Should
I Stay...**

**Should
I Go?**

... Resident Move Outs!

What do you do with marriage problems?

Before You Divorce (Force a Move Out) Consider...

It is a business decision...risk management.

- **Put off the inevitable for awhile** - Offer a shorter term lease.
- **Trial Period** - Offer a renewal with a buy out clause if it doesn't work out.
- **Marriage Counseling** - Talk with your resident about the relationship and see what can be done to strengthen it.
- **Admit Mistakes You Have Made and Promise to Do Better** - Lease Renewal Guarantee



“A great marriage isn't something that just happens; it's something that must be created.”

**Double Ditto for a great
apartment residency.**

**Work at it!
Create it!**



**I hope you
found the
seminar to be
*award winning!***

Thanks!!

Our Next Edge2Learn Webinars!

Self-Guided Tours – Now What?

June 17, 2020
1:00pm – 1:30 pm CST

Register on
edge2learn.com

Rommel Anacan





Questions?

From All of us at Edge2Learn



Thank You.



Thank You
Very Much!

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Even in a Covid-19 World.

—• edge2learn •—

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**I hope you
found the
seminar to be
*award winning!***

Thanks!!

Thanks!



Come see
us
sometime!

BYE

BYE!

LEASING to Keep'em!

Keeping Residents longer...
Even in a Covid-19 World.

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