



Welcome

Overcoming Community Weaknesses



epmsonline.com | dwalker@rentersvoice.com

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Questions? Chat with us on twitter!
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TOPICS

How to prepare yourself

Increase credibility

Typical community weaknesses

OBJECTIONS ARE RARELY
GREAT NEWS, BUT THEY **INDICATE**
INTEREST AND ARE AN
OPPORTUNITY.

Thought #1
How to prepare yourself

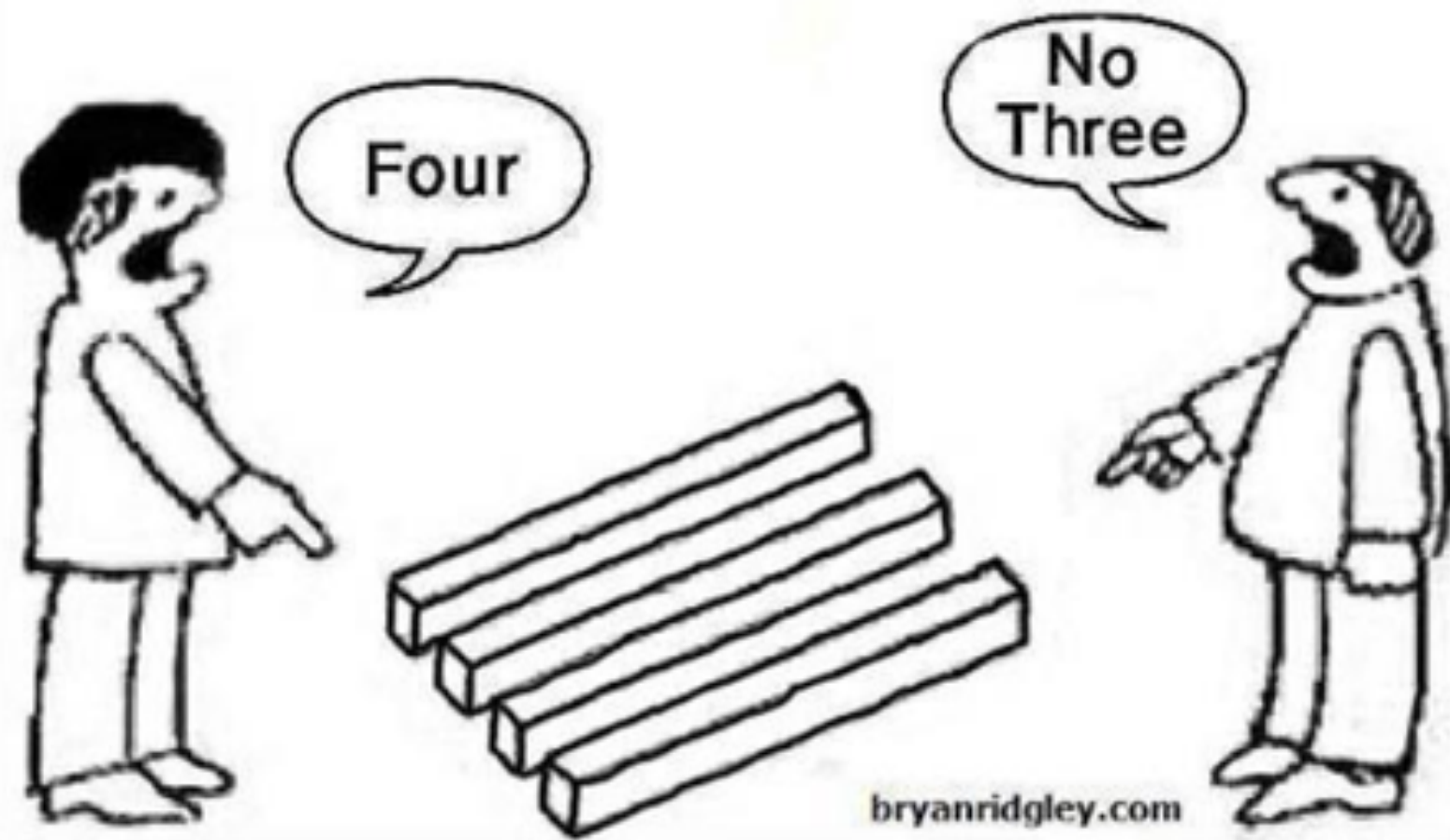


Acknowledge +
UNDERSTAND

ISOLATE each
WEAKNESS

Practice diligently





Thought #2
Increase credibility



Your prospect is the most
important person in the room

WIP #2

Focus on the prospect's needs
to establish trust

WIP #3

Listen carefully and never
make assumptions

WIP #4

Offer information and
educate the prospect

WIP #5

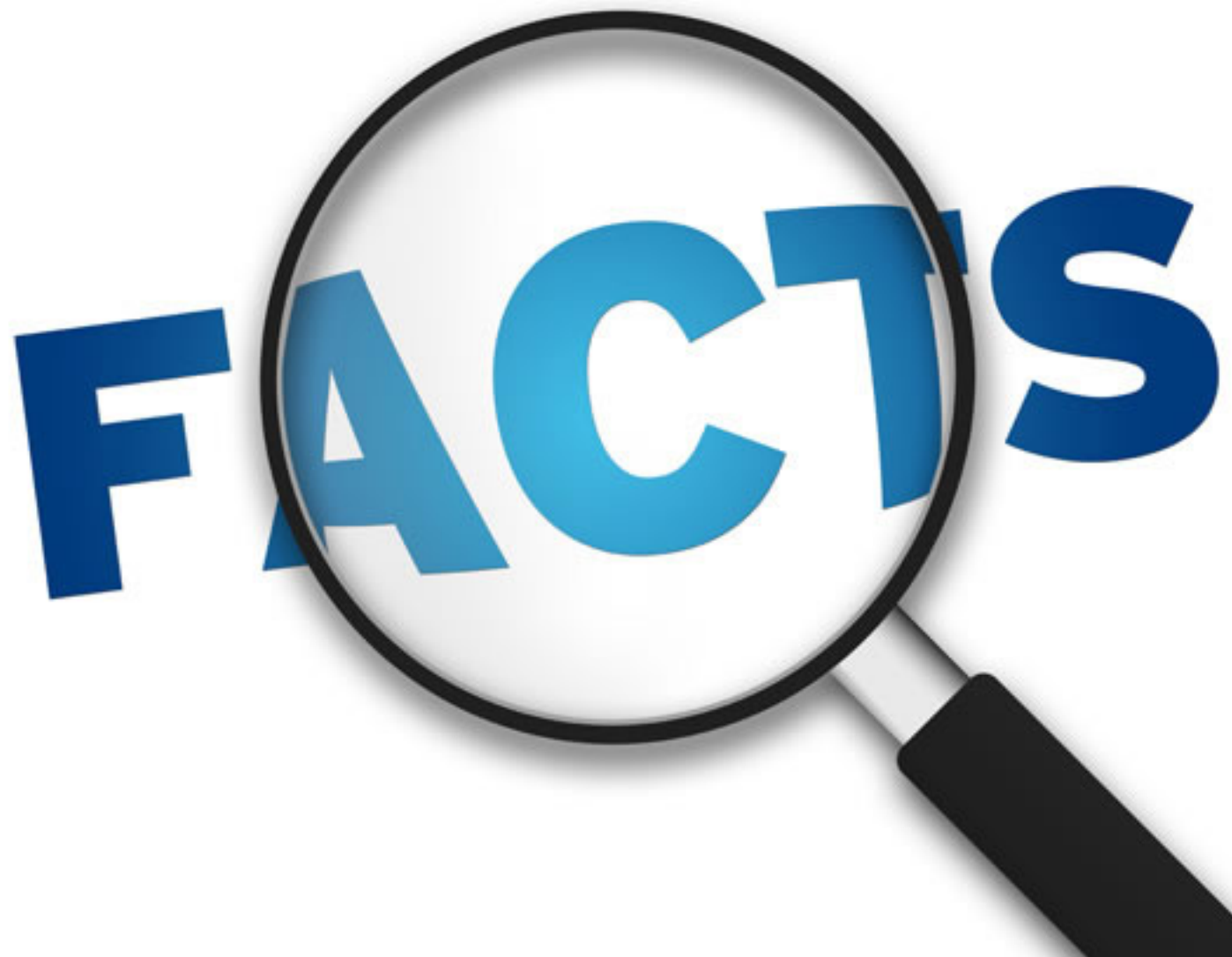
Explain the benefits of living
at your community

WIP #6

Share stories about similar situations or concerns



Do not pressure the
prospect for a decision



Thought #3

Typical community weaknesses









Extra **Tips**

TAKEAWAYS

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 - Reputation Management Strategy
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Thank you! Want to learn more?

Danielle Walker
dwalker@rentersvoice.com

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Register at epmsonline.com

Upcoming Webinar



How to utilize your
advocates

*Thursday, August 13
1:00 PM – 1:30 PM CDT*

Register at epmsonline.com