



Welcome
Overcoming Community
Weaknesses



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

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



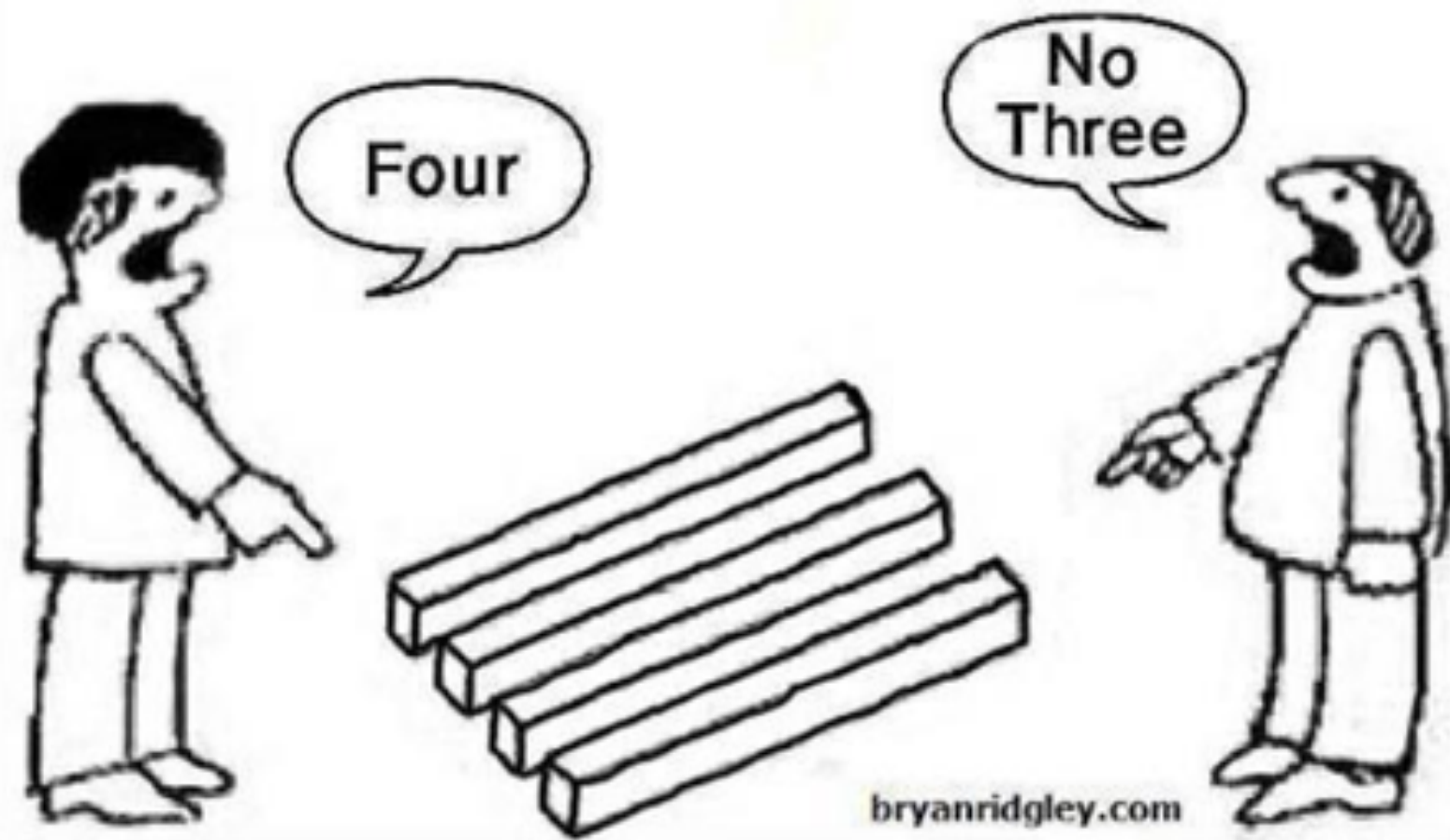
Acknowledge +
UNDERSTAND

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

FACTS

A magnifying glass with a black handle and a white frame is positioned over the word "FACTS". The word is written in a bold, blue, sans-serif font. The magnifying glass is centered over the letters "ACT", making them appear larger and more prominent than the "F" and "S" on either side. The background is plain white.

Thought #3

Typical community weaknesses









Extra **Tips**

TAKEAWAYS

How to prepare yourself

Increase credibility

Typical community weaknesses

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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rentersvoice.com
epmsonline.com

Register at epmsonline.com

Upcoming Webinar



How do I handle unhappy residents?

Thursday, May 26

1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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