Download Your Handouts



Ring-A-Ling 2021



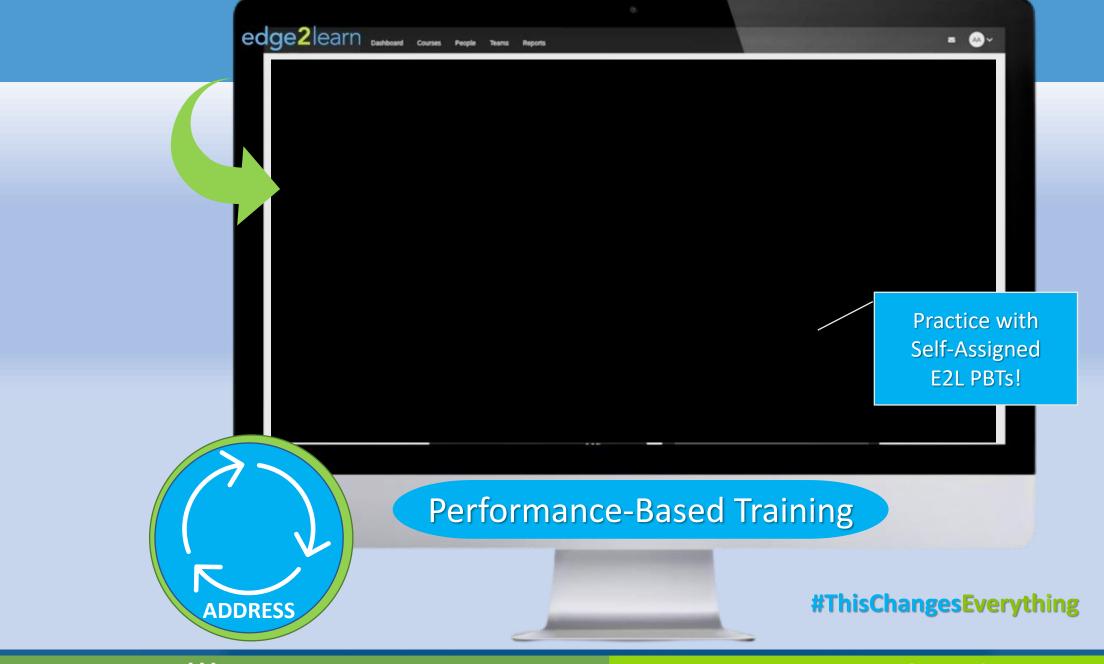


#YouDeserveThisWebinar



Your Webinar Today is Presented by Ellis, Partners and Edge2Learn







Thank you for joining us today!





Pam Pederson Director of Engagement and Communications Edge2Learn ppederson@edge2learn.com











Today's Presentation!



Meet Your Speaker: Donna Hickey

- Donna Hickey is a hybrid of diversity, talent and inspiration!
- She has been in the trenches of property management since 1979; born out of that experience she created a successful full service consulting firm.
- As a top-rated leading-edge agency, it provides training, seminars, company and corporate keynotes as well as soup to nuts unique problem-solving solutions for new construction, renovations, marketing and sales.



Polling Questions

How Many Years have you been on Property Management?

0-1 years?

2-3 years?

4 to 7 years?

8 years and above?





Ring-a-ling
Managing Your
Most Valuable
Asset.

Developed and Presented to you by: Donna Hickey – MBA www.donnahickey.com 708-807-9260

Common Situations

Office Phone – Conventional

Forwarded phones to homes – Covid related

Answering Services or Phone Trees

Resident Services or Concierge

A hired call center, like Anyone Home



Polling Question:

- Are you On-site in your office answering Phones?
- Are you Off Site and having phones forwarded to a home office?
- Are your calls going to a Call Center?
- Are Prospects scheduling their own appointments online through your website, CRM, or a Bot System?
- Other?



Setting your Morning Up for Daytime Success





Breaking the Habit of Being Yourself

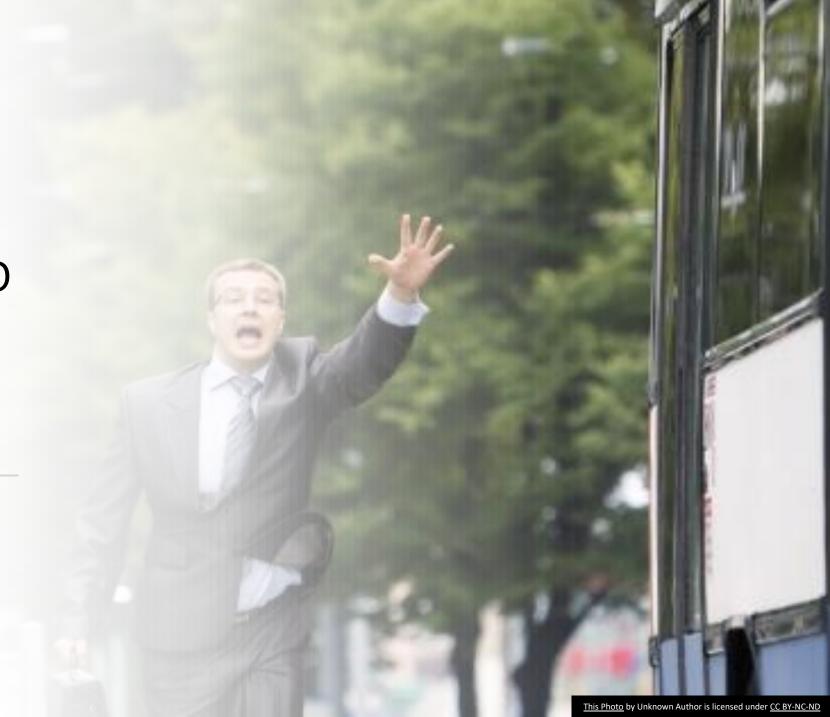
How to Lose Your Mind and Create a New One



Dr. Joe Dispenza

The best-selling author of Evolve Your Brain

The Stress of Running Late to Work



4th Edition • OVER 650,000 COPIES SOLD

THE BEST-SELLING GUIDE TO DEALING WITH THE HUMAN SIDE OF ORGANIZATIONAL CHANGE



William Bridges, PhD with Susan Bridges

Foreword by PATRICK LENCIONI, bast-solling outbor of The Five Dysfunctions of a Tourn



Time
Management –
Organizing
your Day

STRESS MANAGEMENT BE CALM AND STOP FEELING OVERWHELMED **HOW TO GETTING MORE DONE TO** STOP ANXIETY, IMPROVE YOUR MOOD AND ACHIEVING YOUR GOALS MARC SCOTT, JAMES WINTERS

What's the first thing that you do when you get into the office?

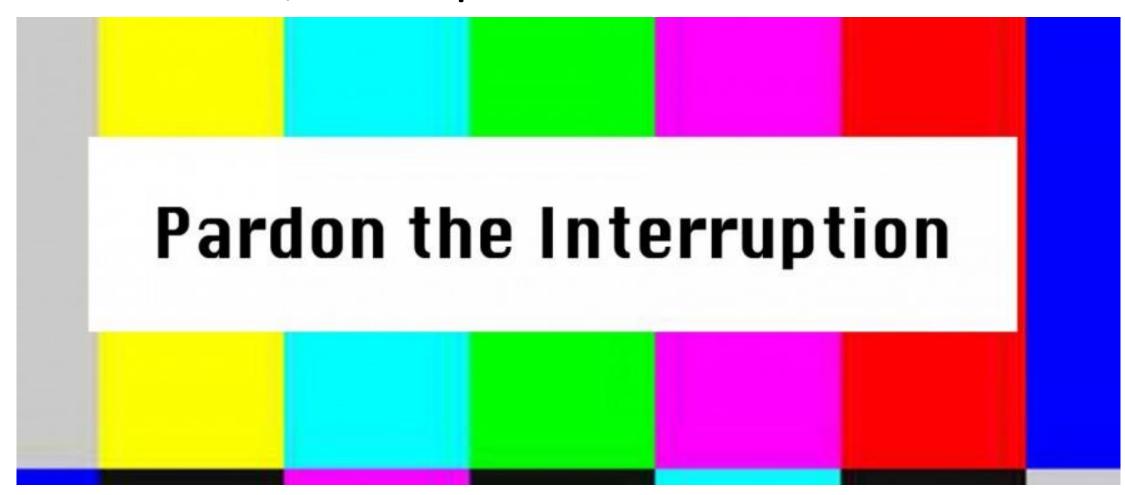


The Administrative Hour 9:00 am to 10:00am

The Set Up-knowledge

- Review LRO
- Availability
- Make Ready Board
- Dates
- Walk vacants morning tour

Distractions, Interruptions and Customer Service

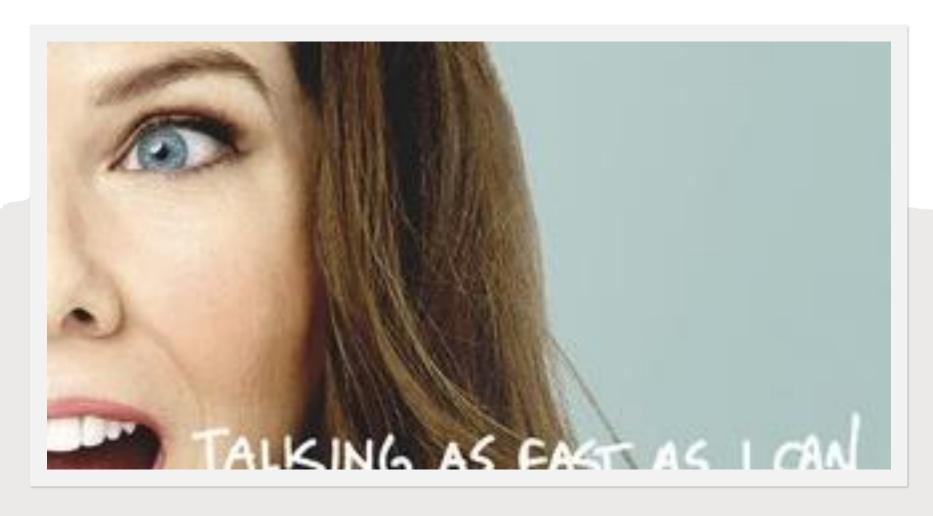


When is the best time to do follow up



Following up CRM, Anyone Home, Etc.





Not everyone is in a hurry, they're just talking fast.





- CRM
- BOTS
- Websites

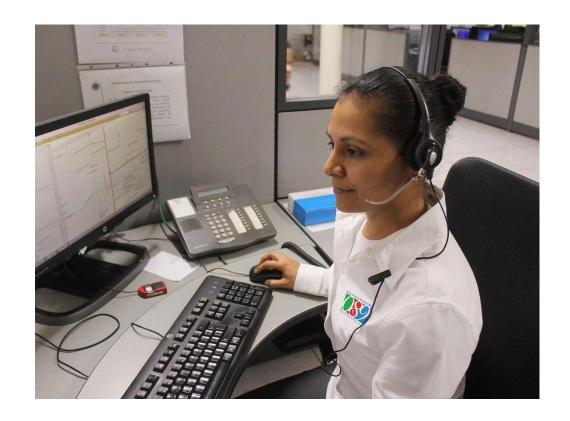
Examples

Hey Scott and Angie, I just received your appointment for the apartment showing today at 4:30. The really cool thing about your appointment time, is tonight we have a Food Truck pulling up, so bring your appetite, dinners on us.



Example

Todays our lucky day, we are excited to receive your appointment for Friday at 2:30pm. I was just in your apartment to confirm it's ready for you to see it. Make sure you bring your mask, photo ID and any questions. My name is Donna Hickey, and I will be touring you. Our time is very valuable, you and me, so if something comes up or changes, promise to call and leave a message, ok. 708-807-9260. I can't wait to meet you.



Call to Action

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Example

Whoot Whoot, you are confirmed. My name is Donna Hickey, and I am confirming your self guided tour for Thursday at 7:00pm. Here is a list of instructions on the "How To's" where to park, how to access the building and what's going to happen at the end of your tour. I will be calling you for an update on your thoughts and next steps, be sure and use the word "Go Grocer" when I call you back to receive your 10% discount coupon for completing the tour.

(Name), You Rock!

It was just another ordinary day at the management office, when all of sudden, our Leasing Specialist opened her email and her eyes widened as large as saucers, "OMG!" she exclaimed, " (Name) might be interested in moving to (NAME OF COMMUNITY)!"

Our Manager jumped out of her chair so fast that it spun all the way around, and ran to the Leasing Specialist's desk. Heart racing from excitement, she didn't even read the entire email – she just saw (name) and started screaming in delight! "Yay!!! We might have (NAME) as our newest resident! Dreams really do come true!"

The entire office erupted in applause. "Party In the USA" blared from the speakers, as confetti rained down from the ceiling and champagne bottles were popped.

The entire (Property Name) is thrilled you're a potential future resident! Thank you so much for your interest and for giving us a reason to cheer on another champion of our community!

As soon as we are done exchanging high-fives, we will email you information so you can make an appointment to tour our beautiful community. Welcome home to (Property NAME)!



Everyone one starts with Thank You

Pinterest

Resources for Ideas

How are you different than the competition



Examples



It's 78 degrees today and we have three beautiful pools you can swim in, what time are you going to be here, this is Donna.



It's 10- degrees below zero and we have an indoor pool, wanna come swimming, this is Donna.



It's sunny and warm here on the Hill, come out for a tour today, this is Donna.



We have parking garages, and you don't have to shovel out your car, interested, this is donna.



Sense of urgency



Feature	Benefits
Peep hole	
2-inch Dead Bolt	
Keyless entry	
Coat Closet	
9- or 10-foot Ceilings	
42 Inch Kitchen Cabinets	
Refrigerators	
Linen Closets	
Cabinet Depth	



What is the Objection? Let's Open the Chat Box and get some feedback for our participants?

Objection	Turnaround Statement
Price Is Too High	
Too Small	
No In-unit Washer & Dryer	
Stackable Are Too Small	
No Amenities	
I Need A Gas Stove	
Not Enough Cabinet Space	





Ask The Right Questions To Get The Right Answers

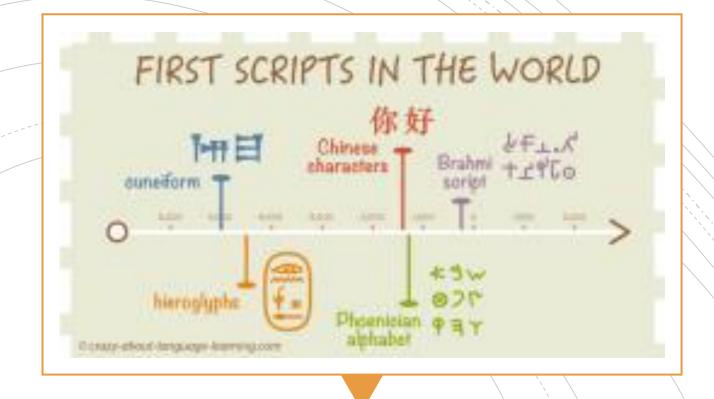
The Biggest Feared Question in Property Management is ...

Why are you moving?





Bringing it all together



Script before you can unscripted

FACTS TELL: STORIES SELL

Leasing without concession & specials

Show, Tell, and Sell.

Story Telling

By: Rob Biesenbach

UNLEASH THE POWER OF STORYTELLING

WIN HEARTS, CHANGE MINDS, GET RESULTS





Disarming the Prospect - Example

- No One Wants to Be Sold Too.
- We want information, more importantly
 ...
- Why should we rent with you when we have a zillion options.

Hi Kim, my name again is Donna, I just want you tro know I am here to help you and not sell you something you don't want, ok.

Now what questions can I answer for you that you didn't get from the website, etc.?



Don't Put off till Tomorrow, What you Can Do Today.

- Donna, I can't wait to tell you about the apartment your interested in; now that we know you are looking for a 2 bedroom with a move in date for March 1 with 2 people and a cat.
- The apartment that we've been talking about is on the 2nd floor, I was just in that apartment home this morning. I can confirm that it has an amazing view of a grassy courtyard and parking is steps away from the entrance for easy moving and grocery shopping. The apartment have 9-foot ceilings with, in the ceiling lights fixtures, easy for the move in process, no scrambling for lights. The kitchen has granite counter tops and 42-inch kitchen cabinets, meaning an additional shelf for storage and so much more.
- These are brief extras about the apartment and can't wait to show you the exact apartment. Is today better to schedule a tour or tomorrow? Today, great, I have 2:47 pm or 5:11 pm which time is best for you?



Phone shop



ELLIS TELEPHONE SHOP v5

Telephone Professional:

Telephone Score:0

Date Called: Shopper Name: Time Called: Email Address: Length of Call: Phone Number:

A Note About Our Scoring System Technical Score Excellent 100-95 % Very Good 94-85% Good 84-75% Fair 74-65% Poor 64-0%

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Т	ele	phone - 100 points possible	Sco	r e: 0 0.0%
	Nu	mber of Calls Made Before Reaching a Live Person:		
Otl	ner	Calls:		
	Di	d the Leasing Professional:		
01	An	swer with the name of the community?	Yes No	0/3
		Exact Greeting:		
02	Ide	entify him/herself?	Yes No	0/3
03	Ob	tain your name during the telephone presentation?	Yes No	0/3
04	Pe	rsonalize the call by using your name in conversation?	Yes No	0/3
05		w would you best describe your impression of the ephone conversation?		0/5
		Excellent - Inviting and engaging with an excited tone		5
		Average - Professional and polite with a friendly tone		3
		Poor - Indifferent as if my call was an interruption		0
06	De	termine any of the following?		0/18
	а	Size apartment	Yes No	0/3
	b	Move-in date	Yes No	0/3
	С	Number of occupants	Yes No	0/3
	d	Pets	Yes No	0/3
	е	Price range	Yes No	0/3
	f	How you heard about the community	Yes No	0/3

In person shop



ELLIS TRADITIONAL TELEPHONE/ONSITE SHOP v6

Telephone

Telephone Professional:

Date Called:

Time Called: Length of Call: On-Site

On-Site Professional:

Date Visited:

Time Visited:

Length of Visit:

A Note About Our Scoring Sys	stem				
	Excellent	Very Good	Good	Fair	Poor
Technical Score	100-95%	94-85%	84-75%	74-65%	64-0%
	Excellent	Very Good	Good	Fair	Poor
Customer Experience Score	5 stars	4 stars	3 stars	2 stars	1 star

	Possible Points	Earned Points	Percentage
Telephone	Telephone		%
Greeting %			
Identifying Needs			%
Demonstrating			%
Closing			%
Follow-Up			%
OnSite Total			%
Total Score			%

Customer Experience - Emotional Score		
Met Needs		
Portrayed Value		
Customer Service		
Overall Rating		

Customer Loyalty Score	
Would you recommend?	N/A

Ellis Industry Benchmark Average	ges
Shopping	Customer
Report	Experience
Benchmark	Benchmark

	Ellis Benchmark Scores (This Report)	
	Ellis Shopping Report Multifamily	%
ı	Industry Renchmark	

Ellis Customer Experience Benchmark
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Name		Grade	
My	Coals _	Circle one:	Fall Winter Spring
Academic goal			
Things I can do	to achieve this goal		
How I did			
Behavioral or S	ocial goal		
Things I can do	to achieve this goal		
How I did			
Personal goal_			
Things I can do	to achieve this goal		
How I did			- 11

2021 – Leasing and The Law of Attraction

In this groundbreaking book, turned workshop, learn how to re-invent your success. Donna has been a practitioner of the Law of Attraction for 25 plus years, she uses her in the trenches, proven techniques to help others achieve their goals. Don't have goals yet, this workshop helps figure that out.

- Set your mind to success
- Quiet the noise, get focused
- Desire, Determination and Drive
- Accepting Abundance and Prosperity





Upcoming Webinars 2021

Up Next:

Sleep Better and Stress Less
For Success!
with Alisha Leytem

Register:

edge2learn.com epmsonline.com



Questions?

From All of Us at Ellis and Edge2Learn

