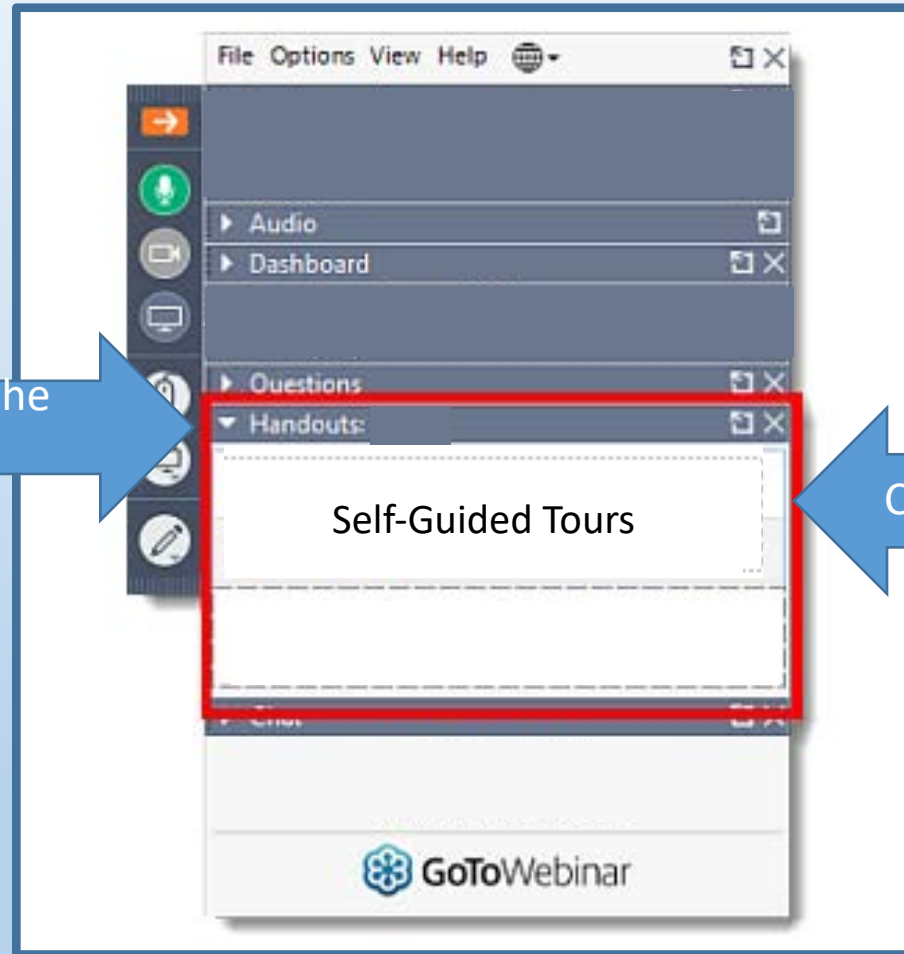


# Download Your Handout



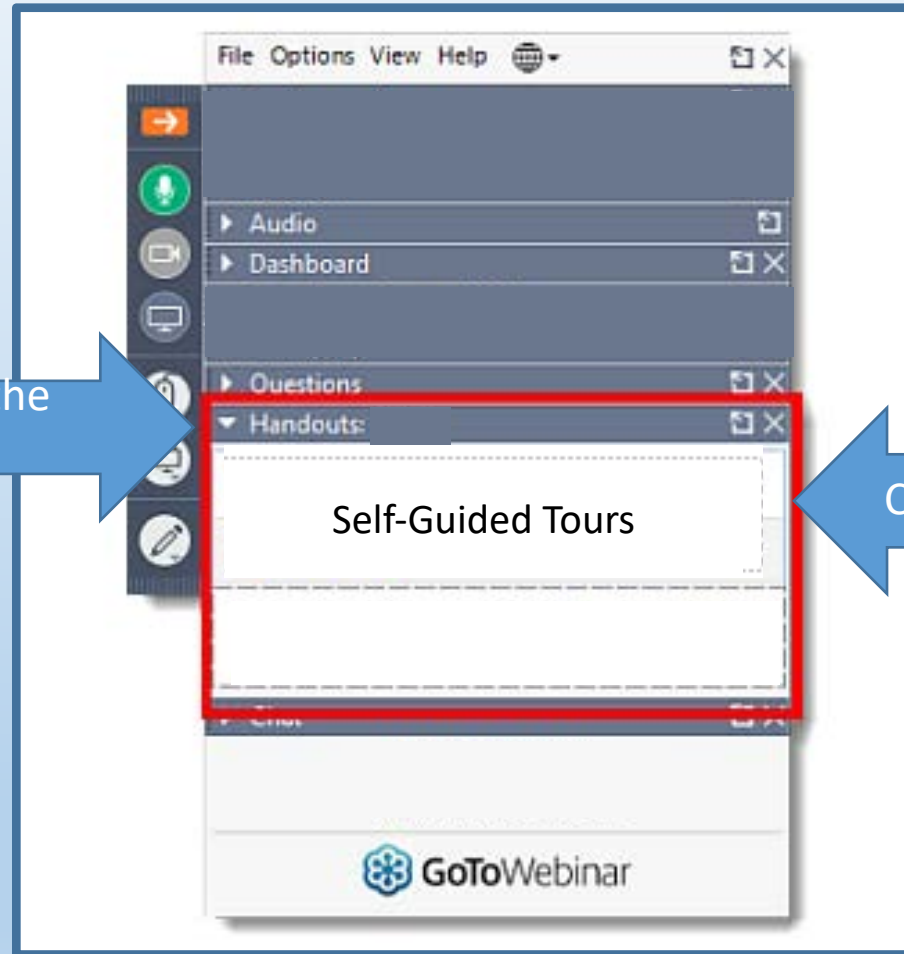
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# Self-Guided Tours – Now What? **WELCOME!**



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# COVID-19 Resource Center

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



## Outside Resources: Learning from Others!



# Ellis Mystery Shops

**#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 Pederson**

**Director of Engagement and Communications  
Edge2Learn**

**[ppederson@edge2learn.com](mailto:ppederson@edge2learn.com) | (317) 881-8511**





# Today's Presentation!



# 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, onsite to corporate.
- He has earned a reputation in the industry for solving challenges in the most 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.

Thank you!!





# The Future is Here



# Self Guided Tours Are (a Part of) the Future





# I loved self-guided tours!





# “How do I make self-guided tours work for me?”



# “How do I make self-guided tours work for me?”



**It's not just “set it and forget it” as some might think!**

# “How do I make self-guided tours work for me?”

- Understand that...
  - SGT doesn't mean no service.
  - SGT doesn't mean self-selling/self-checkout.
  - SGT doesn't mean you never have to sell again! (Sorry.)





# Some People Will Need More of YOU



# "How do I make self-guided tours work for me?"



**It's not as hard as some might think!**



# Some Will Need Less of YOU

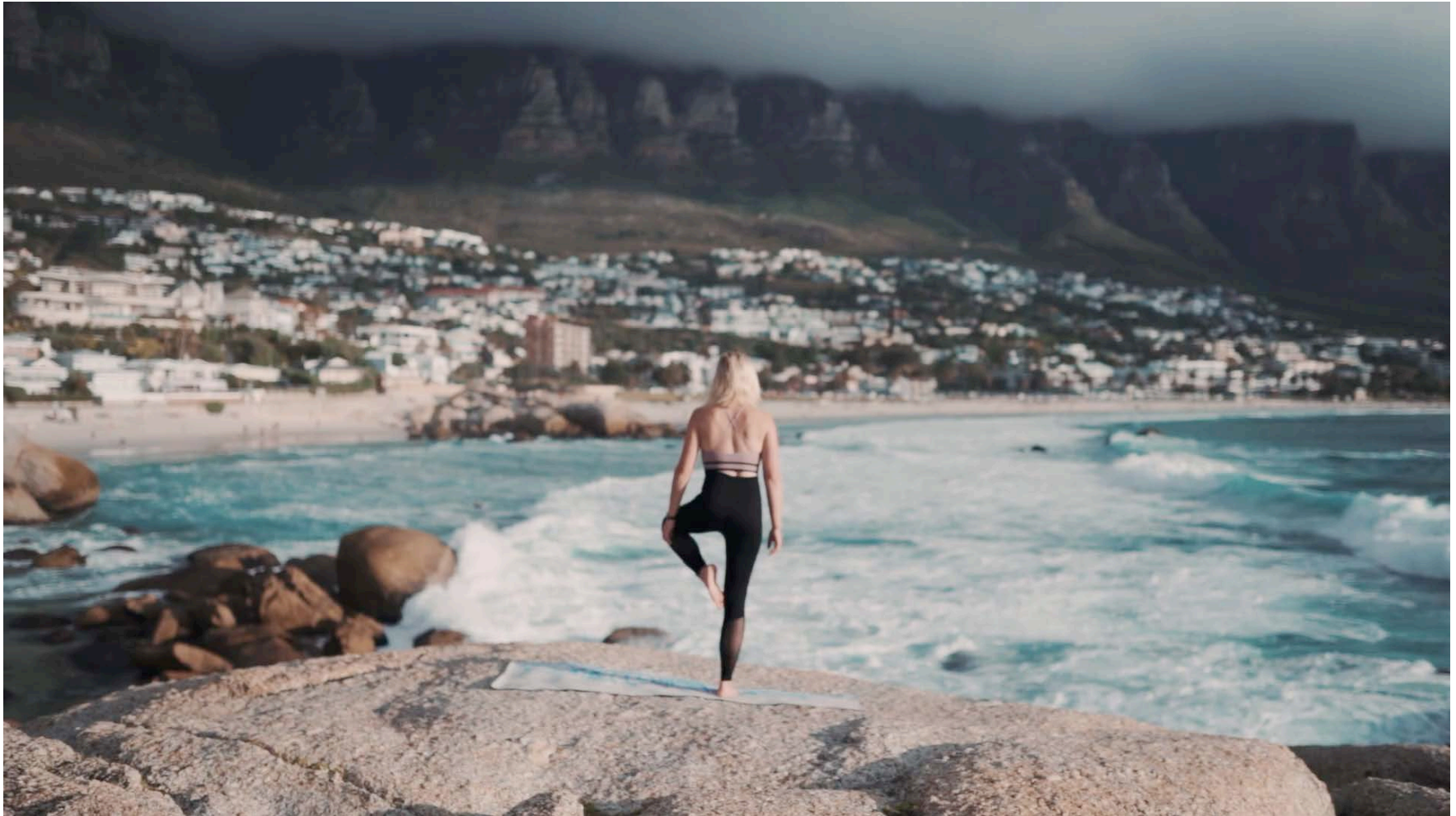




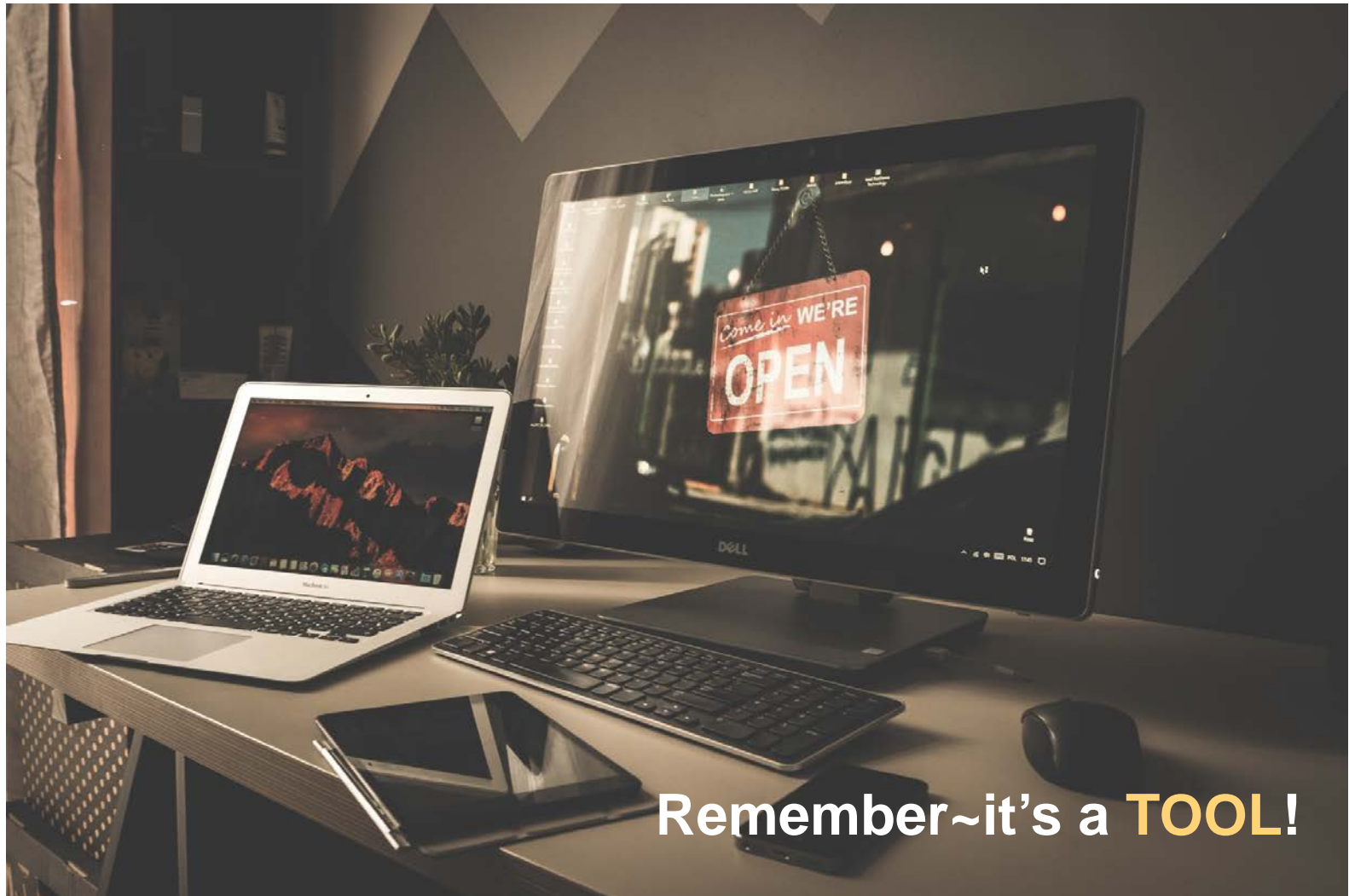
# All Will Need YOU!



# You will succeed by finding the right balance



# “How do I make self-guided tours work for me?”





# Types of Self Guided Tours

In its simplest form a self-guided tour is one where the customer tours an apartment onsite without a community team member accompanying them.



# Self-Guided Tour Scenario #1: Walk-In



- A prospect walks into your office and wants to look at an apartment.
- What do you do??

# Self-Guided Tour Scenario #1: Walk-In

- You do the **same thing** you've always done!
  - Welcome
  - Gather Information to know the story
  - Determine if/how you can help them
  - Invite them to see the model






# Self-Guided Tour Scenario #1: Walk-In



- Present tour options:
  - "We offer several ways for you to visit our model..."
  - I can personally show you our model and around the community
  - Or-you can do a self-guided tour of our model and the community.
  - Which one sounds better to you?"



If they want you to personally show  
them around do what you do right now!

# “I prefer the self-guided tour”



- “Great! Here is what we’ll need...”
  - Follow all of your required protocols
  - Be creative, proactive and prepare them to be EXCITED (remember you’re not managing their experience)
  - Make sure they have the information they need to truly experience all your community has to offer!



# Self Guided Tour Scenario #2: The Phone Call

- A prospect calls your office and wants more information on an apartment.
- What do you do??



# Self Guided Tour Scenario #2: The Phone Call

- **You do the same thing you've always done!**
  - Gather information to know the story
  - Determine if/how you can help them
  - Invite them to make an appointment to visit the community




# Self Guided Tour Scenario #2: The Phone Call



- **Present tour options:**
  - "We offer several ways for you to experience our community."
  - I can personally show you around...
  - Or-you can do a self-guided tour of our model and the community.
  - Which one sounds better to you?"





If they want you to personally show them  
around then make an appointment and do  
what you've always done!

# Self Guided Tour Scenario #2: The Phone Call

- **I'd love the self-guided tour!**
  - "Great! Here is what we'll need..."
    - Give them a clear path on what they need to do based on your required protocols and processes
    - Then when they arrive at your community allow them to tour



# Self Guided Tour Scenario #3: Free-Range

- Customers see your community online
- Register to visit community "after hours"
- Receive an access code
- Visits community when the office is closed

**OR**

- Is given an access code and visits model during office hours
- Doesn't stop by office before leaving community





# Pro-Tip: Give Them Something to Focus On!



# Pro-Tip: Give Them Something to Focus On!



- Make sure you check-out the walk-in closet in the master. It's huge!
- Keep an eye out for the dog run! You'll be able to see it from the patio in the model.
- I know a kitchen is important to you- be sure to open all the cabinets to see how much storage space there is! And I know you'll love the soft-closing drawers throughout the home!
- Let me know what you think of the view from the balcony!

# Pro-Tip: Make the Experience Easy





# Pro-Tip: Make the Experience As Easy As Possible

- Think like your prospects!
- Give them verbal directions
- Provide them with site maps or links to download/view electronic site maps
- Make sure your directional signs provide clear direction.  
(=
- When all else fails **be patient!**  
Remember you see your community every day but your prospects don't!

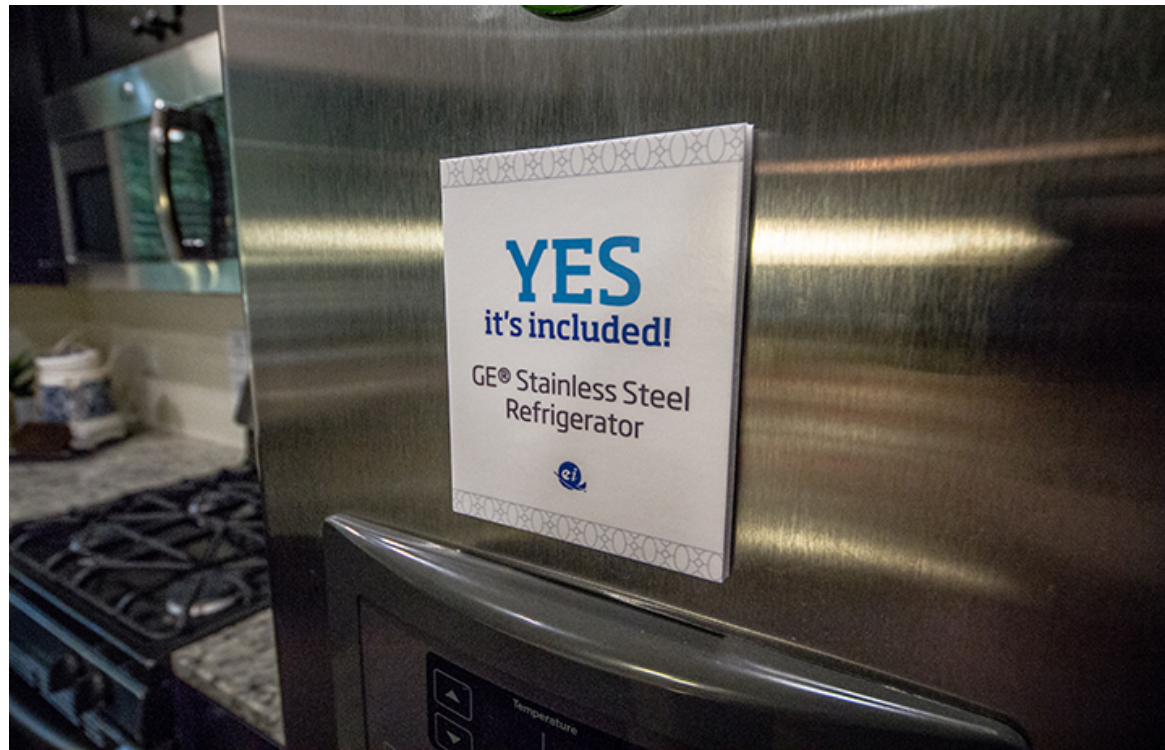


# Pro-Tip: Have the Apartment Tell the Story



**Inspired by new-home model homes!**

# Pro-Tip: Have the Apartment Tell the Story





# Pro-Tip: Have the Apartment Tell the Story



# Pro-Tip: Have the Apartment Tell the Story

***This closet has 180  
cubic feet of storage  
space!***



# Pro-Tip: Have the Apartment Tell the Story



“My favorite feature is being able to lock the door straight from my iPhone.”

*Jennifer*  
IDAHO



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# Pro-Tip: Check-In With Clients



# The self-guided tour is done. Now what?



**Welcome them back to the office!**

# The self-guided tour is done. Now what?

- Remember, you've had less connection time with the customer so you may need to **connect more before** asking for the sale.
- *"When we talked before your tour, you mentioned that you were looking for a home with lots of kitchen storage space. What did you think of the pantry and cabinets?"*
- *"Do you think your furniture would work in the master bedroom?"*
- *"Would the second bedroom work as a home office?"*





# The self-guided tour is done. Now what?

- *“What did you like most about the apartment?”*
- *“How does this compare with the other communities you’ve visited so far?”*
- *“Is there anything that you were hoping to see that you didn’t?”*

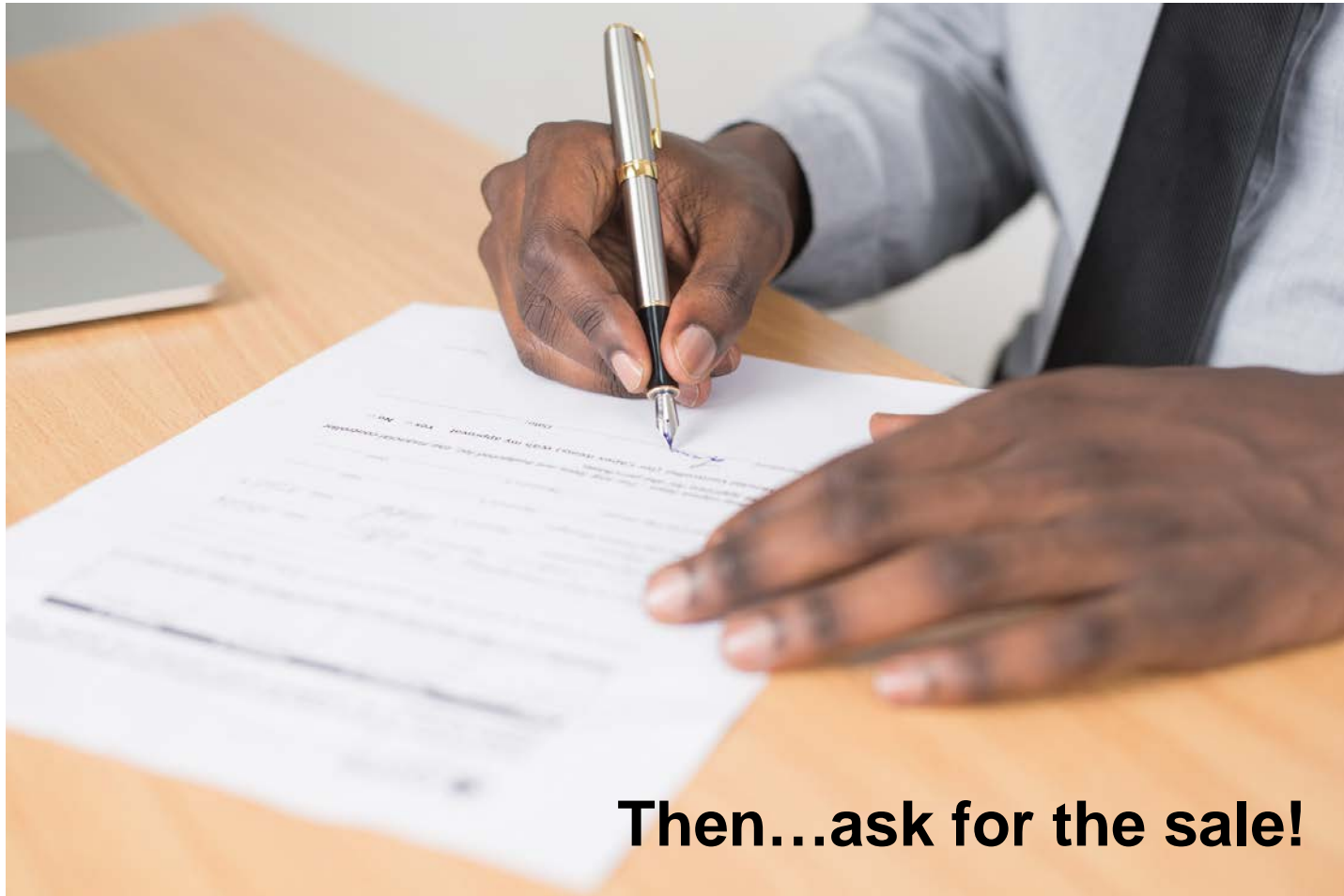


# The self-guided tour is done. Now what?



- **Be flexible and willing to work with what they need from you!**
- Now that they've seen the model(s) on their own they may want you to take them to the actual apartment.
- They may have lots of questions
- Or, they may be **READY** to lease it!

# The self-guided tour is done. Now what?



**Then...ask for the sale!**

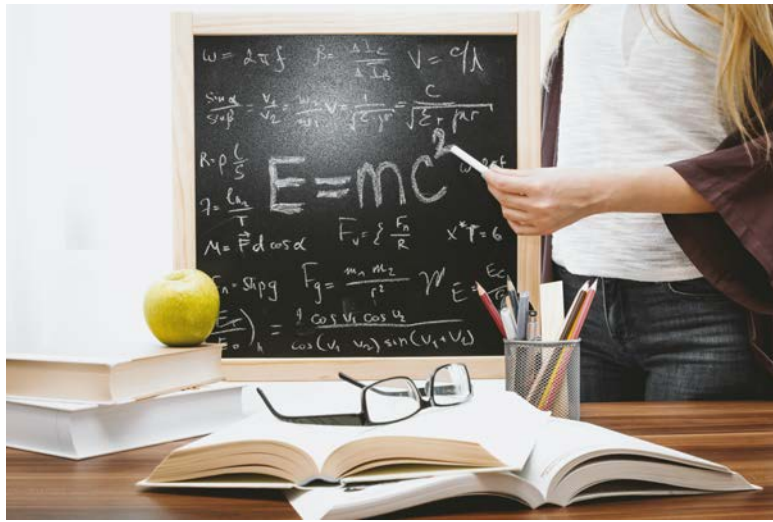


# Pro-Tip: Be Sure to Follow Up!



Following up is simply **keeping the conversation going** with your prospect-until they are ready to make a buying decision.

# Two Questions



- What does my prospect need to know to make a buying decision?
- What do I need to know to help my prospect make a buying decision?

# Pro-Tip: Be Sure to Follow Up! “Free-Range Clients”

- **Re-connect and get feedback!**
  - *“What did you think of the model apartment?”*
  - *“Did everything go well for you when you visited last night?”*
  - *“How do we compare to the other communities that you’re considering?”*
  - *“Is there anything that you’d like to see again or didn’t see the first time around?”*
  - *“Do you have any questions for me?”*





# Pro-Tip: Be Sure to Follow Up!

- Not ready to say “yes to the address?”
- **Keep the convo going!**
- Think of the possibilities!
  - Use tech to help you
  - Invite them to do a video call
  - Send video links
    - From your library
    - Custom created
- Reconnect to get more feedback
  - *“What was your favorite thing you saw in the video?”*
- Then ask for the sale



A top-down view of a wooden desk. In the upper left, a portion of a silver laptop keyboard is visible. To its right, a tablet with a light blue case displays a calendar application with multiple monthly views. Below the keyboard, a spiral-bound notebook with a white cover and a blue pen are positioned. The central text is overlaid on a semi-transparent blue rectangle.

**PRO TIP:**  
**Block out time every day for follow up**

# Recap and Review



- Self-guided tours are here to stay!
- They do not replace YOUR valuable role in the process
- It IS a great TOOL that can help you:
  - Be more efficient
  - Be more effective
  - Have more time to do your other responsibilities
  - Be more responsive to your prospects and residents needs
  - Lease it all!



# That is what I call, a win-win!



# Our Next Edge2Learn Webinars!

## **Adaptability – Be a Game Changer**

**June 25, 2020**

**1:00pm – 1:30 pm CST**

**Register on  
[edge2learn.com](https://edge2learn.com)**



**Lise Rosier**



Questions?



# From All of us at Edge2Learn

