

Join Us Now...



Stop the Stinkin' Thinkin'! An Apartment Leasing Lesson

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The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over 30 years

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
 - ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

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Thank you for joining us today!
Want to learn more?



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MEET YOUR SPEAKER

Maria Lawson



- Maria Lawson is a 25+ year apartment industry veteran
- Maria started as a Leasing Consultant and worked her way up to a VP of Marketing and Training at Lincoln Property Company
- She is currently the VP of Training and Development for Ellis Partners in Management Solutions
- She handles content development of a wide variety of multifamily industry training programs related to lead conversion, resident retention, and customer loyalty.
- Maria is a coffee addict.

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*"When you look for the bad,
expecting it, you will get it.
When you know you will find
the good—you will get that..."*

-Pollyanna

1991

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- **Definition #1:** You have an available apartment, and you are **actively and strongly promoting** it as an appropriate solution to the customer's needs.
- **Definition #2:** Your customer has **discovered** the apartment/community on their own, and is **actively seeking** it. You are the first contact, and they want to lease it from you.

#1

It's not for me.
It is for them.

PROGRESS

#1

It's not for me.
It is for them.



#1

It's not for me.
It is for them.

“We all need a daily check up from the neck up to avoid stinkin’ thinkin’ which ultimately leads to hardening of the attitudes.” – *Zig Ziglar*

#2

Stop the
Stinkin’ Thinkin’



#2

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#2

Stop the
Stinkin' Thinkin'



#3

The Goal is
Still the Goal



#3

The Goal is
Still the Goal

“Obstacles are those frightful things
you see when you take your eyes off
the goal.”

- Henry Fonda

#3

The Goal is
Still the Goal

1. Stop leasing with your wallet.
2. Ask the right questions.
3. Address the elephant in the room.
4. Manage your blind spots.
5. Manage your self-talk.



5 Actions to Help You Overcome
Stinkin' Thinkin'

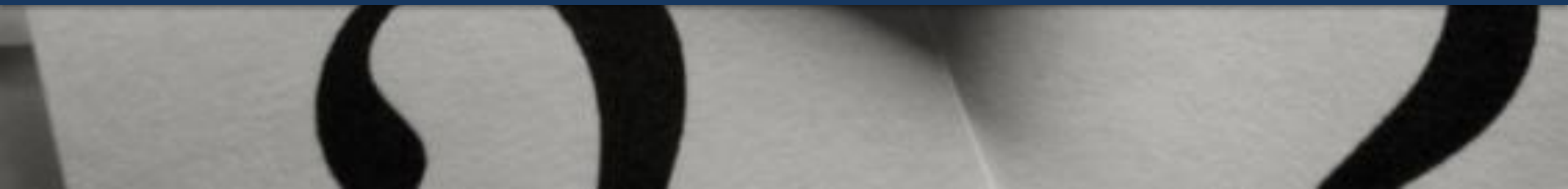
“Once you replace negative thoughts with positive ones, you’ll start having positive results.”

– *Willie Nelson*

The bottom of the slide features a decorative design with three overlapping geometric shapes: a blue triangle on the left, a teal triangle in the middle, and a light blue triangle on the right.



Questions?



Upcoming Webinar



Presenter: Deb Van Cleve

3 Keys to Unleashing Employee Potential

*Thursday, November 2, 2017
1:00 PM – 1:30 PM CT*

Register at www.epmsonline.com

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