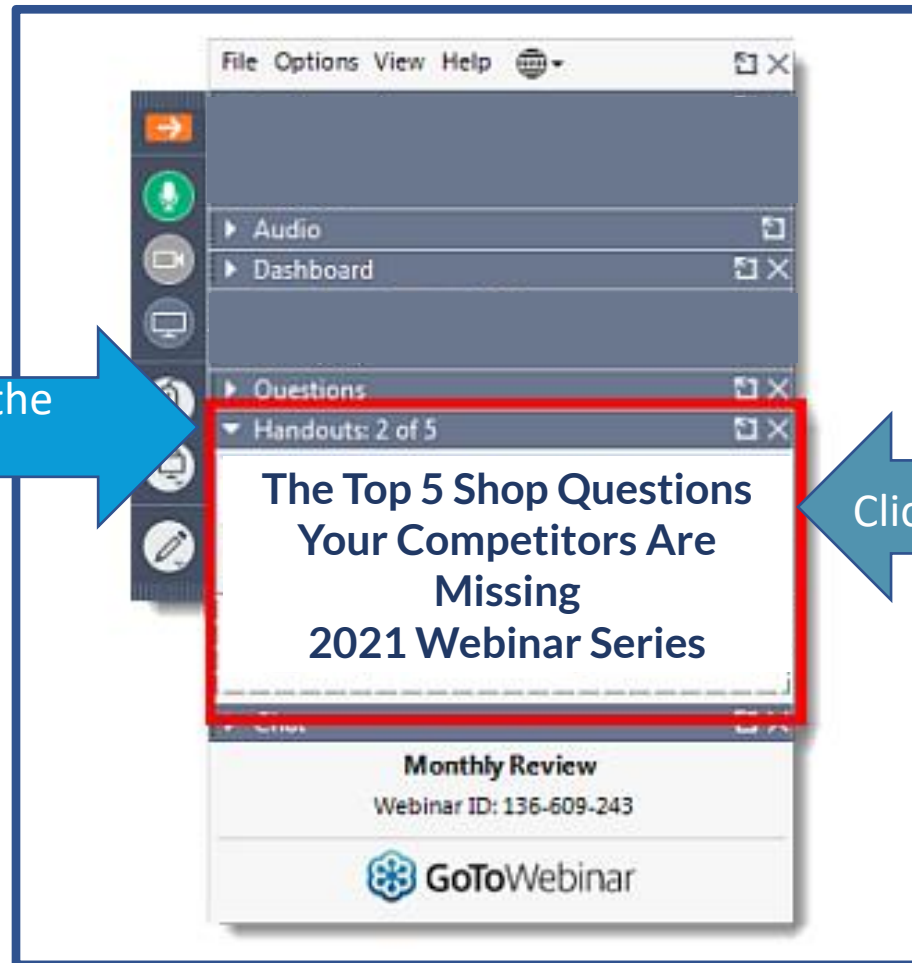


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WELCOME!

ellis·edge2learn

Presented by:
Rachelle
Ellington

Performance Strategist | Ellis, Partners

The Top 5 Shop Questions Your Competitors Are Missing



Your Webinar Today is Presented by:



Thank you for joining us today!

Want to learn more?



Pam Pederson

Director of Engagement and Communications

Edge2Learn

ppederson@edge2learn.com



Today's Presentation!



Meet Your Speaker: Rachelle Ellington

- 20+ Years Multifamily Experience – Onsite, Regional, Training.
- DDI Certified Instructor
- EPMS Performance Strategist and Mystery Shop EXPERT!



Top 5 Missed Shop Questions by your Competitors

A Positive Prospect
Experience is a must!





Are they really 99% leased?



How long have you been in the multifamily industry?

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ Like, forever dude



Ordering food online is easy & is made right
in 2021 for me

- ☐ Always
- ☐ Most of the time
- ☐ Rarely
- ☐ Lucky if a website works



Top 5 Missed Shop Qs by your Comps

1. Determine the reason for your move
2. Ask questions to identify specific needs
3. Describe surrounding area and nearby conveniences
4. Mention the on-site team and/or professional management
5. Attempt to schedule a follow up appointment

#1 Determine the reason for your move



What brings you to the OH-4?

1st Section of shop form | Telephone

Treat them like a Future Resident vs. a Shopper

04 Determine any of the following?	0/18
a Size apartment	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
b Move-in date	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
c Number of occupants	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
d Pets	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
e Price range	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
f How you heard about the community	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/3
05 Ask for contact information?	0/15
a Ask for your telephone number?	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/10
b Ask for your email address?	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/5
06 Determine the reason for your move?	<input type="checkbox"/> Yes <input type="checkbox"/> No 0/5
07 How would you best describe the Leasing Professional's approach to understanding your needs and desires in an apartment?	0/10

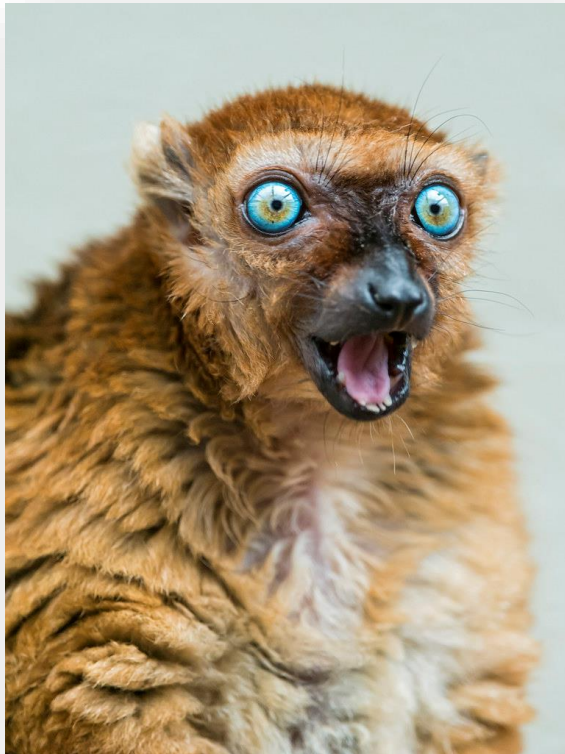
#2 Ask Questions to Identify Specific Needs



Yes, my Superstars, you get points for
“Do you want upstairs or downstairs?”

Identifying Needs Section on shop form

Ellis 2021 Q1 Benchmark score
on this Question.



47%

Identify Specific Needs

Other than downstairs what are your must haves?

What do you love or not love about where you currently live?

Where is your favorite place to___ in your current community?

Why ask for more?

To point out the features THEY want

“Of course, we have Wi-Fi but what sets us apart for you is...”

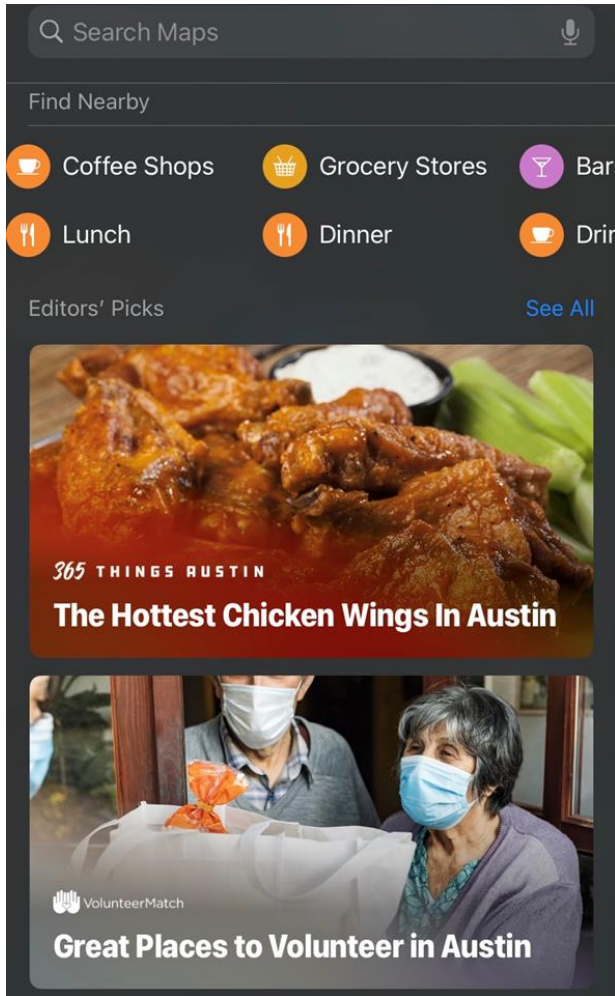




What type of Resident Feedback program do you have?

- ☐ Annual Survey
- ☐ Touchpoint Surveys
- ☐ Ask them to Review us online
- ☐ It's too scary to ask

#3 Describe the area and nearby conveniences



What do residents love about the neighborhood? What is your Loyalty Score?

#4 Mention the On-Site Team and/or Professional Management

Who will be coming to handle maintenance requests when they live there?

Our team has 40 years of combined apartment industry experience!

Our company was voted in the Top 10 places to work by their employees in Austin!



#4 –Will Sean or Jonathan be coming by to fix my leaky faucet?

#5 Attempt to schedule a follow up appointment



Invite them back and anyone else they want to bring!

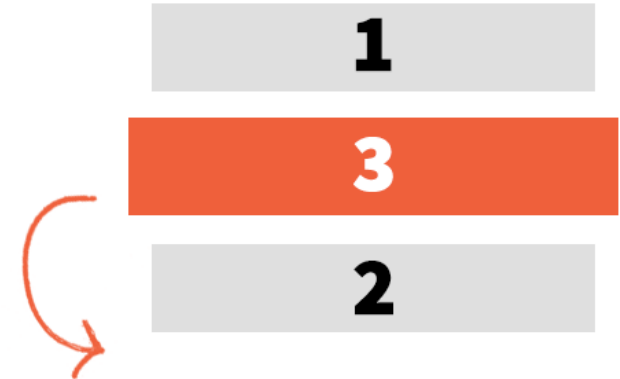
BONUS Question

A close-up photograph of a woman with dark hair tied back, smiling warmly while holding a black mobile phone to her ear. The background is softly blurred, suggesting an office or professional setting.

Did they Follow up with a
Phone Call?

Think about who calls you right now...like picks up the actual phone not text.

Call them!



Be the surprise gift on a Wednesday! Leave a message about how your community would love them as a resident if they don't answer.

Was the Follow-Up Effective?

61% said Yes
out of 1,915 Shops

In a nutshell

- If you hit these 6 questions on your Mystery Shop, then the Prospect experience you provide will be memorable. Yes, you will also get points.
- Provide service better than the service received in other day to day interactions.
- Practice using the tools shared today with your peers, colleagues and with your next Prospect. It takes time so give yourself a chance.
- Remember you were hired for this position because your company thought you were a great fit and can achieve the goals set before you!
- As always, if my sweet Dallas girl says you can...
YOU CAN!





Happy Leasing!

Upcoming Webinar 2021



Upcoming Webinar 2021

Up Next: 6/24/21 at
1:00 PM CST

**Center Your Body + Mind
with Movement and
Breathwork**
with Alisha Leytem

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Questions?

