



TIPS YOU CAN USE

Don't Throw Up On Your Client

By Leah Brewer, Leasing Queen

Do you ever feel like you are the "411" of the Apartment Industry dispensing general information over and over? Let's consider a typical leasing consultant answering the telephone question, "Do you have any one bedroom apartments?"

"Yes, we have a 784 square foot unit available Tuesday for \$712 and an 823 square foot unit in 2 weeks for \$750 and the security deposit is \$400 and the application fee is \$50 and pet fees are... and if you don't qualify we keep \$___ and give back \$___ and they have a refrigerator, garbage disposal, blah blah blah."


Why do leasing consultants regurgitate (yes, it means throw up) information? If clients are truly calling or visiting for general information, would they be better served with more comprehensive information if we direct a caller to our website or mail/hand a visitor a brochure with prices and features?

Are prospects really just gathering general apartment information or are they looking for a home? Home is very personal. Where each of us decides to make our home is made up of many personal factors, not based only on price, size and availability date, but on the clients' needs, wants and perceptions.

Will my furniture fit? Will I get to know my neighbors? Will I feel "at home?" Will management/maintenance take care of any problems?

True leasing superstars are both consultants and advisors during the leasing process. They will take the time to truly understand the prospect and customize their presentation. Why should a prospective Resident trust you to recommend an apartment to them if you have not taken the opportunity to get to know them?

Before your client cares how much you know, try showing how much you care... about them, their interests, needs, stories and feelings. Take the time to build rapport; ask probing questions and personalize your presentation.

They will listen, they will like you, they will lease from you. 

Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995 serving multi-family housing with marketing consulting, training and staffing. Leah presents fun, interactive and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.



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