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of Property
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TIPS YOU CAN USE

Perk Up Your Leasing Presentation In 20 Seconds

By Leah Brewer, Leasing Queen

“Oh, you’re interested in a 2 bedroom apartment? Let me grab my keys.”

Why should your client trust you to present an apartment to them if you haven’t taken the time to get to know them? People don’t care how much you know until they know how much you care.

Ask questions. Be interested in your clients... each one of them... personally. You may have 200 of the exact same floorplan, but each of your residents is different. Likewise, each of your clients is different and unique. They get excited about different features or amenities within your community. Where one decides to make their “home” is a huge personal decision and financial commitment. Ask your client what is important to them!

So, you are finishing the “discovery” step of your leasing presentation. You have effectively asked questions and identified your clients housing needs and wants and filled out the guest card as well. You are ready to introduce floorplans and the brochure prior to taking your client for a physical tour of your models and community amenities.

But first... Read It Back!

“Mr. Smith, I want to make certain I understand your needs perfectly... you wish to lease a 2 bedroom apartment with 1½ or 2 baths.

Your perfect apartment would include a large master bedroom and a gourmet kitchen because you and your wife both like to cook. You would like an upper floor with a private balcony, in-home washer and dryer, neutral colors and you’d like to stay under \$950 for rent and move in by the end of the month. You like our community’s location because it’s midway between your two workplaces; you plan to make good use of the available fitness center and putting green; you know your wife will be happy as long as she can bring her cat, Muffie.

“Before we look at floorplan options, is there anything else you’d like to have in your next apartment that I forgot to ask you about?”

Review your client’s needs, wants, likes, dislikes and hot buttons. It only takes about 20 seconds and will separate the Average Advisors from the Superstar Specialists! Your client will know, beyond a doubt, that you listened, heard, understood, believed and accepted what was important to them.

You’ve put the burden onto the client to fill in any missing gaps in your information, identifying important needs early in the presentation. Now, when you present an apartment, your client will be ready to listen to you and give you their total attention because you are presenting an apartment to them, for them, personally.

Invest in your success. Perk up your Leasing Presentation in 20 seconds... Read It Back!

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 get immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com. 