



TIPS YOU CAN USE

Strategic Questions Increase Sales

By Leah Brewer, Leasing Queen

“What do you like best so far?” the leasing consultant asked her client halfway through the tour of an available apartment.

Many leasing consultants click onto autopilot during a tour. They know their property, product and prepared presentation. When it is time to show the common areas and the apartment or model, the babble begins. Often it reminds me of a wind-up doll taking off in a patterned movement and pace each time their key is wound up and released. While this technique is easy and safe for beginner consultants, it is ineffective in creating the necessary relationships that lead to increased sales.

Leasing consultants who know their product and presentation can now concentrate on new skills including customized, personalized tours and planned interaction with their prospect. Ask questions that get the client involved with the process and thinking how the apartment fits their needs.

- What do you like best so far?
- How would you arrange your furniture in this room?
- Who gets the larger bedroom?

Additionally, questions that show you understand the moving process, including the related stress and disruption of routines, helps bond and build rapport with your prospect.

- How are you feeling about the move...are you excited, nervous, anxious.?
- Which of your friends offered first to help you move?
- Will you have to take any time off work to get yourself moved in here?

Strategic questions help build strong sales relationships. Relationship selling involves focusing on the personalized features and benefits of your apartments, customized leasing information and an involved prospect who feels safe sharing their thoughts with you. Relationship selling helps your prospect feel at home. Superstar leasing consultants spend quality time creating relationships with true enthusiasm and conviction.

Enhance and advance your leasing presentation to include strategic questions and relationship-building dialogue and you will show your prospect that you understand and care about their situation. This FREE technique will increase your occupancy through increased sales and retention.



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.



Full House Marketing

- ★ Innovative Apartment Marketing
- ★ Professional Skills Training
- ★ Mystery Shopping
- ★ Temporary Staff
- ★ Permanent Personnel Placement

Call Leah Brewer at **248-474-3009**
www.FullHouseMarketing.net
www.LeasingQueen.com



It's Showtime!
 Leasing and Fair Housing Workshop
 Friday, May 15 in Novi - \$149 per person
 Request a workshop informational flyer or register your attendees: training@fhmmail.net

We Deliver More Than Furniture... We Deliver Satisfaction!

AFR Furniture Rental has brand name furniture for every lifestyle and budget! Let AFR design the perfect package for your NEW Home.

- New quality furniture
- Flexible lease terms
- Delivery within 24 hours
- Money back guarantee
- No credit checks

FREE DELIVERY
with the mention of this ad




(248) 733-0344
www.afrental.com



Bank On Your Business Partners

By Co-chair Sheri Bretz, CORT Furniture Rental

Kathleen Beagan-Miller is truly a veteran in providing services to the apartment industry. Most of you know her as “Kathleen from CORT”, and many thought “from CORT” was her last name. Kathleen began in 1986 and held various positions within CORT and their apartment search division, Relocation Central. In early 2008, Kathleen joined Full House Marketing as the Staffing Coordinator, offering both temporary managers, leasing and maintenance staff along with permanent placement candidates. Her positive attitude, contacts and business ethics gained in 22 years providing service to the apartment industry has been a welcome addition to the Full House staff.

Kathleen has been married for 15 years and has four children and six grandchildren. Most of her vacation time revolves around grandkids and Up North. She and her husband, Ron, are building



a cabin in the woods on 10 acres north of Gaylord, where they ride four-wheelers and sometimes even relax when they aren't working on the cabin.

In her spare time, Kathleen enjoys scrapbooking, reading, boating, cooking and sewing. Recently, Kathleen completed the Landmark Forum and 10-week follow-up sessions. She feels this accomplishment enhances her both personally and professionally and highly recommends the Landmark series to colleagues and friends.

Last book read: Evening by Susan Minot

A favorite quote: Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it. –Lou Holtz

Color I wear most: purple

Last home party attended: Silpada and Gold Diggers

Favorite area restaurant: Rocky's in Northville

Vacation spot I dream of: Somewhere isolated with sand, sun, beach and clear blue water (like the Corona commercial... I'm ready to toss my cell phone into the water!)

Last movie I saw: Revolutionary Road (I give it a B+)

Something I'm proud of: regular work-outs at the gym and my personal trainer sessions

I just can't wait for: The new Full House website launches... any day now!! 

Reduce Gas Utility Expenses and Encourage Tenant Energy Conservation!



Heating Bills Putting You Out In the Cold?



Multifamily apartment owners and property managers:

Make sure your tenants are paying for the heat they are using! It's no secret. When residents pay for utilities, they conserve ...often by as much as 30%! For 28 years, EBS has helped transition multifamily residential complexes from owner-paid to resident-paid utilities.

- Lower gas bills
- Increase net operating income
- Increase property value

Call now to request your **FREE Utility Expense Case Study** and see how much money you could be saving!



Utility metering and billing services that encourage energy conservation and create cost savings!

www.EnergyBillingSystems.com

800.637.4242 ext 258

sales@energybillingsystems.com

THE Driving Force

MAY 2009



Serving Our Members Since June of 2002

OFFICIAL PUBLICATION OF THE DETROIT METROPOLITAN APARTMENT ASSOCIATION



Social Networking: Not Just for Kids Anymore

PAGE 5



**Member
Spotlight:**
Landscape
Concepts
Management,
Inc.

9



**Education
Update:**
Building Your
Career

10



**Business
Partner
Council:**
Kathleen
Beagan-Miller

12