

## **Five Actions Items to Improve Leasing Performances Today**

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### **One: Get Organized**

Arrange current prospective residents starting from most likely to lease to those with an uncertain status. Contact the “most likely to lease” leads through an alternative method from the original follow up format in order to generate a fresh customized message. Be creative! Remember to highlight what the specific customer values and what they find important. For example, let’s say you recently worked with a customer who is extremely time-starved and desires multiple conveniences for an easy and simple lifestyle. Being a stellar leasing professional, you’ve already dutifully followed up via the telephone and a customized hand written note card immediately after their visit. Next, consider sending an update via email on available apartment homes that would best fit their needs, along with a valuable listing of services offered at your community. You may even want to include website links and information from local area businesses that would provide beneficial services. Another way to convert leads into leases is to discuss weekly as a team each member’s top prospective residents. Each associate can share a customer challenge or a client that is difficult to advance toward a reservation. The team may have insight or may be able to initiate an effective breakthrough by connecting with the client in an innovative manner.

### **Two: Build a Core Referral Network**

It is proven that referrals are a leading source to gain qualified residents. Brainstorm as a team a list of the most likely candidates to refer future residents. The list may include current residents, colleges, previous residents, real estate agents, locators, local businesses and relocation companies. To increase referrals consider why each referral source should and would refer to your community to assure a strong message from the leasing team. After developing a list, each associate can take ownership to connect with certain groups in the network. Once contacted, devise a plan and strategy to increase and maintain referral flow. These relationships take time to develop and energy to sustain the referral leads. Make it a permanent part of your sales process. It is time well spent!

### **Three: Team Coaching**

Shadow each team member and offer coaching tips on sales techniques. Each week, zero in on a certain skill such as excelling in listening, asking better qualifying questions or closing in a strong and confident manner. Review as a group the progress that was made by each associate and what was learned. This exercise will allow each associate to improve and learn from other members on the team.

### **Four: Differential Factor**

Have a team session to determine the qualities that sets your community apart from the rest of the competition. Get creative thinking of who is your customer and what are they looking for? What are common interests and concerns? Why do residents choose your community? What is your niche or what is your community known for in the market? You may be surprised at the results! Keep these newly found unique selling points as the center of all marketing efforts in

print and online advertising, on telephone calls and customer presentations. Devise an action plan to take your community's unique position in the market to the next level.

### **Five: Master the Telephone**

Have you mastered the "critical steps" of a phone call? Begin with a warm and sincere greeting, gain the caller's name and ask numerous questions to not only qualify and establish needs, but to get to know your caller. The key to asking great questions is to be a good listener. Listening allows you determine the best home for the potential resident. Once all the needs are uncovered and the correct home is verified, start creating excitement and urgency for that specific apartment home.

Did you know that a quality call typically lasts 10 minutes and typically results in a setting an appointment for a tour? To ensure that your appointment will be successful-- confirm with the customer the date and time of their appointment 24 hours in advance through the client's preferred method of contact. You will know you have mastered your telephone skills when every client arrives on time and leases!

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