

How to Give a Great Tour & Lease over the Phone

(Music plays) This is the positive energy you want to bring into the leasing floor. If you can bring this daily half your job is done in creating a successful tour.

4 key points

1. You must create a great experience for the prospect

*Greeting must be enthusiastic and sincere., show your personality. First impression, body language, professional attire all a key factor. Must be people just wants to be treated with respect. Treat them like it was your family member sitting across from you.

2. Customer service

*Stand up, sometimes I will stand in front of my desk some time I'm the opening the front door. Direct eye contact and firm hand shake. Make sure your prospect are comfortable. Always ask if they want coffee, water etc. If there is a large group who will be more comfortable in the club house our pool area. start the tour there you don't have to start all your tour the same. You just need to end your tour the same close the deal. Know your property and move in ready unit. So your heading to the right direction. People who are ready to move in now always show them the actual unit. Bypass the model. This will make your prospect even more impressed with you.

3. Great Listener

*Never over talk the prospect regarding your personal story. remember it's all about them. Always find out why your prospect is looking to move. This is a key factor to closing and finding the perfect apartment. Make sure your asking for the money through the tour. They should only do three things if you have created a great experience for them. 1. Lease the apartment 2. Left to think on it and came back to lease the apartment. 3. Decided not to lease with you but will refer you to family and friends.

4. Know your Unit Availability

* This is a key factor when your trying to rent to someone who is trying to move in asap. Also when there over the phone you can give them a complete description of the unit from where its located on the property are if its a mountain view or pool view.

Phone

Once again you must create lots of energy and be very sincere in your voice. You must give the prospect your undivided attention. Always slow the process down over the phone so the caller feels a connection. You must be very detail. Describing the community,location,shopping and food especially if they're new to the area. Prospect quote "Thank you for putting a human side to this". He was moving from texas for a job first time to california and Rancho . He had called and email several community but felt a connection to this community. He lease the (penthouse suit) and move in the following week. Phone calls should always be the first point of contact so you can here there story find out why there moving and that's the different between you and your competition.

Don't worry what your competition has down the street like Homecoming who has a water slide,chef, and massage by the pool. They will walk your dog pick up your children . My competition next door would send me so much business because everyone said they were rude and only showed apartments by appointment only. Definitely use this to my advantage. They don't have you!!!