



MANAGER'S RESOURCE Tips on Lead Management

There's a leaky faucet in Unit 10. The landscapers showed up with wilting flowers. The budget is due at 5pm and the air conditioning just went out in the clubhouse, not to mention...

There are several potential renters waiting in your email inbox.

Sound familiar? We've heard from our customers that this is actually a mild sampling of the "Day in the Life" of a Property Manager. With multiple priorities competing for your time, our goal is to help you maximize every opportunity and help you turn those prospects into residents with as much ease as possible. Here are just a few proven techniques and reminders:

- **Get to your prospect FIRST!** If you can reach out to your prospective tenant within the first one or two hours, you have increased the chances of turning that inquiry into a lease. Whether that means outsourcing to a call center or designating on-staff personnel to follow-up on leads once an hour, a quick response puts you at an immediate advantage. You might even find that your prospect is still searching online when you answer their email, increasing the chances for an appointment.

- **Email finesse** has become even more important now that people are accessing email through their cell phones. A few short sentences thanking them for their interest along with your contact information will usually suffice, but a quick statement reflecting your own personality or a highlight of your property will help you stand out from your competition. *"Thank you for your interest in Palm Garden Apartments, an award-winning community with a commitment to making you feel right at home! We can be reached daily at 1-800-555-1212 from 8am to 6pm. And just so you know, we make fresh cookies...daily. How's that for a welcome home?"*

This response gives the property information, informs them you've been rewarded for excellence, and gives a quick, warm welcome. If the prospect has provided you with a phone number, a quick follow-up call can make all the difference.

- **Streamline your approach with this 1-2-3 technique:**

- 1. Ask** them what they are looking for in their new home, and when they plan on moving.
- 2. Listen closely** to their answers, as those answers contain all the information you'll need to match their needs to the benefits of living at your property.
- 3. Invite them** for a tour. It's natural to want to offer up your amenities like a treasure box full of goodies, but what if your renter is searching for something that isn't on your list? What if your prospect doesn't swim and you just spent ten minutes gushing about the new pool? If you ask your customer what their desired amenities are first, then you can tailor your presentation to their needs and their needs only. "Tell me Jane, what are the most important things to you in your next home?" Try to gather at least four points that are crucial to your prospect and seal the deal on those four points. Then, **ask for the appointment.** Studies show that prospects are four times more likely to sign a lease when they have an appointment scheduled, than a walk-in. "So Jane, you've shared with me that a two-bedroom, with a pool and upgraded appliances are what's most important to you. I think I have just the unit for you. Can you stop by after work for a quick tour?" If the prospect is from out of town, send them pictures of the unit they will be living in, showing specific details that pertain to their needs, then follow-up with a phone call.

Managing leads and turning prospects into residents takes effort, but with consistent follow-up and a streamlined approach, we hope your "Day in the Life" as a Property Manager just got a little easier!