



Sell the Dream, Sight Unseen *Aaron Galvin, Forbes*

Leasing an apartment sight unseen to a client happens, but is usually the exception and not the rule, but in today's leasing environment, sight unseen is the new reality. Numerous apartment buildings that have suspended in-person tours and transitioned to virtual tours due to safety precautions taken to protect public health. It is anticipated that most, if not all, apartment buildings across the country will shortly follow suit.



How do you lease an apartment unit to someone who has never seen the building and unit? Start with inquiring about the basics such as ideal move date, price range, pets and living arrangement. With the current environment, leasing agents need to be as transparent as possible about the building's move-in recommendations. We've seen many apartments encouraging renters to move in very quickly, while some are pausing all move-ins for the next few weeks. During times of uncertainty, the client's price range may be impacted. Leasing agents should also share any resources available to renters that may protect them from unexpected financial hardship. Then, understand what is most important to them. Is it location? Is it being in the newest building?

Video tours are now the most important leasing tool. If you haven't already, start building a database of videos for your apartment building now. Leasing agents need to capture not only panning shots of each space, but also walkthroughs of the front entry, lobby, hallways, unit and amenity spaces.

If the leasing agent has the ability to live tour the unit over FaceTime or a video conferencing tool, that is even better. There are tools like Matterport and Realync that provide a realistic idea of what it is like to walk through a unit, and a link can be sent to the prospective renter for them to "walk" the space. Having this footage on hand will empower property managers and leasing agents to lease in remote situations. (Continued)

Member of the Month

By: Cody Stout, Monarch Investment & Management Group

Congrats to Amy Luna for being selected as our Member of the Month for May!

Amy has been with Maxus Properties and a member of the AAGW since 2011. In her current position she is the Property Manager for Berkshire Apartments and Townhomes. She can always be spotted at AAGW's monthly membership meetings and says her favorite event of the year is the Reverse Trade Show. She says as a Property Manager "I am always looking for new vendors, better pricing and new options."

Over the past year, Amy has earned her CAM (Certified Apartment Manager) Designation through the National Apartment Association Education Institute and also helped on the judging committee for the Star of Excellence Awards. When she isn't working Amy enjoys spending time with her family and is a die-hard Kansas City Chiefs fan. She says "I am a lifetime fan, not a Super Bowl winning fan." Ha ha! Thank you Amy for your support and all that you do!



Amy Luna
Berkshire
Apartments

(Continued from Page 1)

Outside of video content and virtual tours, consider updating all marketing to reflect remote leasing as an option. Update prospecting workflows and emails to center around the remote leasing processes and content. Update paid ads to reflect remote leasing verbiage versus traditional leasing verbiage. Consider adding a pop-up message on the property's website to promote that remote leasing is available. Also, update any contact forms or calls to action on the website to reflect remote leasing.

Terms, concessions and a trusted advisor are also critical in the decision process. Understand a prospective renter may not or cannot move at this exact moment for a myriad of reasons. Finding a way to accommodate renters and listen empathetically to each person's situation is going to be paramount throughout this period. It's also a time to consider additional concessions and conveniences that really help the renter, such as coordinate moves and granting early move-in accommodations.

We are all in this together, and empathy, understanding and creativity will go a long way in ensuring apartment leasing continues even when you can't physically show an apartment.

Meet Your AAGW Board and Committees



This month's Spotlight Committee Member is relatively new to the AAGW as a member, but may be a familiar face to many from her years spent with the American Red Cross partnering with us on the Round for the Red golf tournament.

Katherine Sanneman is a local Farmers Insurance Agent. Since joining our association in 2019, Katherine has become very involved and is the current VP of the Suppliers Council. She is currently in the process of Charing the 2020 Trade Show (which has become even more of a chore with postponements) and has also previously helped with sponsorships for the Star of Excellence. She says she has felt very welcomed by the Suppliers Council and is excited to grow in our association and build partnerships with everyone.

In her free time, her and her husband are huge music fans. They share their love of music with their 2 daughters and can be often spotted at live concerts. So when we proposed this year's trade show theme as Battle of the Bands, needless to say she was all on board!



Katherine Sanneman, Insurance Agent, Farmers Insurance

**THE NOW/NEW
NORMAL OF
LEASING**

What Can I Expect?

- Learn how to use distance leasing as an opportunity to increase sales and retention
- Discover tips for what you and your team can do now to be better prepared for the future
- Explore Virtual Leasing and other resources that will help you navigate these uncharted times
- Enhance your "personal touch" without touching your prospects
- Elevate your PR and Communications, especially during these tough situations

At the end of each session there will be Q&A, sharing/comments/suggestions. Information will be collected and shared with everyone that attends the webinar!

Dates & Topics

Tuesday, 5/12, 10:30 am: Know Before You Go-Preparedness, & Virtual Leasing

Tuesday, 5/19, 10:30 am: Keeping the Human Touch, with no Physical Touch

Tuesday, 5/26, 10:30 am: Auditing Your Process & Overview of Best Practices

AAGW Members Only



Register today at www.myaagw.com · \$25 per session (member pricing)

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United States
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The AAGW is doing our part to help with the current 2020 Census taking place with the considerable amount of non-responders to this date being considered renters.

Those who do not self-report will need to be reported by the Census Bureau's door-to-door operations this summer. To encourage self-reporting while keep interruptions on property as low as possible, signage for mail and laundry rooms can be provided at no cost by emailing admin@myaagw.com.

Results help allocate funding for future schools, roads, clinics and much more!

UPCOMING

EVENTS

Tuesday, May 12th, 10:30 am - 11:30 am

Virtual Classroom

The Now/New Normal of Leasing Webinar: Week One

Thursday, May 14th, 11:30 am - 1:00 pm

Virtual Zoom Meeting

Board of Directors Meeting

Tuesday, May 19th, 10:30 am - 11:30 am

Virtual Classroom

The Now/New Normal of Leasing Webinar: Week Two

Wednesday, May 20th, 12:00 pm - 1:00 pm

Virtual Zoom Meeting

Suppliers Council Meeting

Tuesday, May 26th, 10:30 am - 11:30 am

Virtual Classroom

The Now/New Normal of Leasing Webinar: Week Three

Thursday, June 11th, 11:30 am - 1:00 pm

AAGW Main Office

Board of Directors Meeting

Thursday, June 18th, 11:30 am - 1:00 pm

The Wichita Boathouse

Monthly Membership Meeting

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