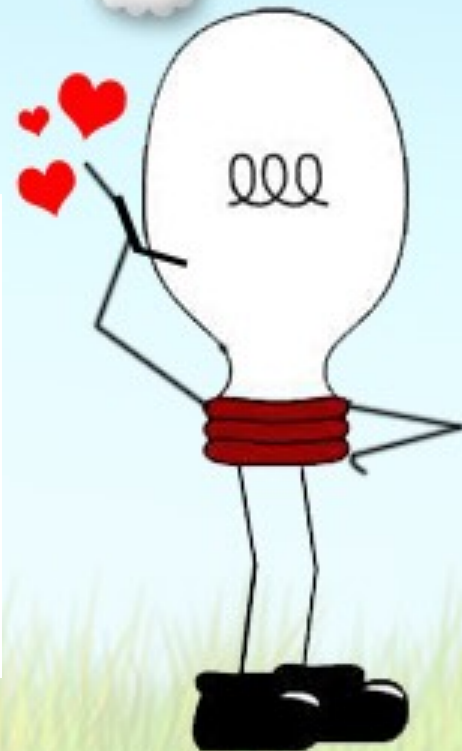


“You Had Me At Hello”.....

Education to Maximize your
Leasing Awesomeness

Scan The QR
code For The
Slides

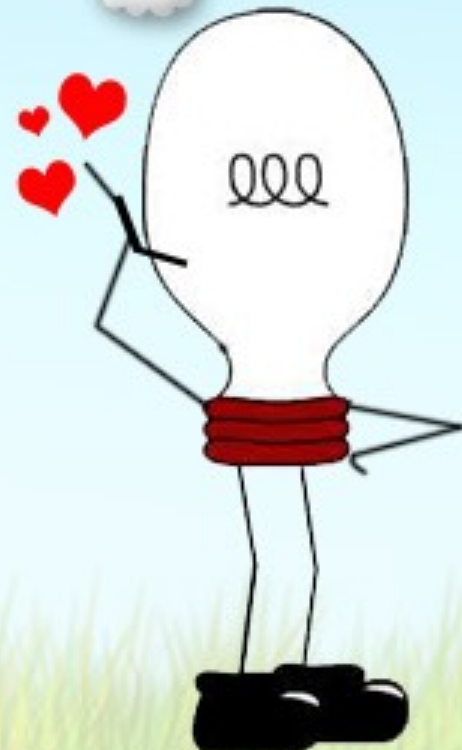
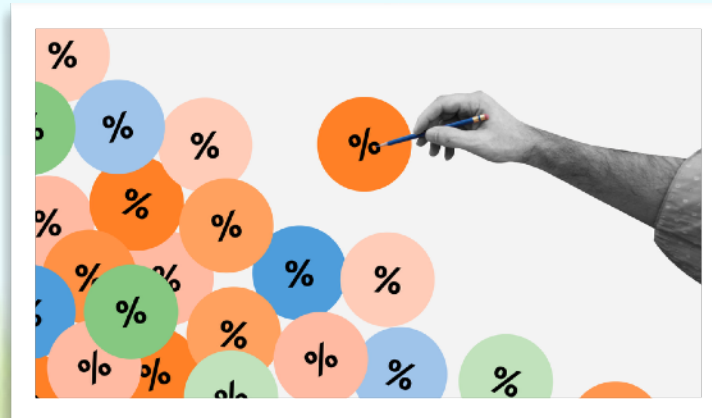


Poll Question



1. RentLinx studied over 8,000 phone calls from renters responding to RentLinx Plus! ads, and we uncovered some shocking statistics. What percent of the calls (placed during business hours) do you think were answered by a person?

90%
75%
50%
26%



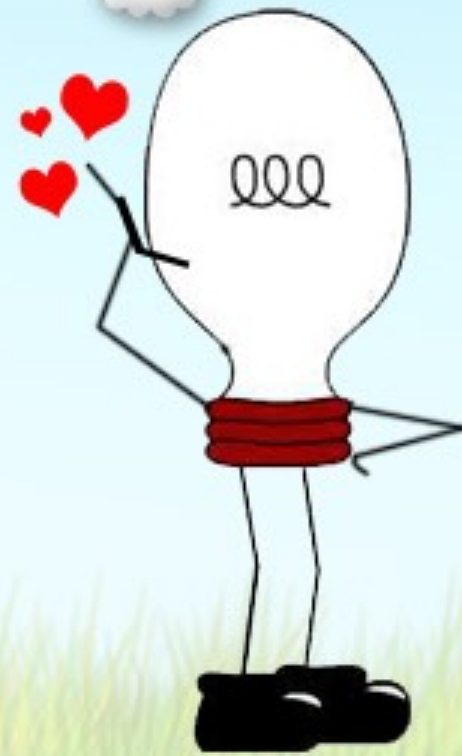
0:06

**CLIENT: JUST LET THAT RING...
THE VOICEMAIL WILL GET IT**

**STATS: OVER 80% OF CALLERS SENT
TO VOICEMAIL, DON'T LEAVE A
MESSAGE**

**INCREASE YOUR SALES
EXPONENTIALLY BY 🖐️ PICKING
UP 🖐️ YOUR 🖐️ PHONE 🖐️**

smartchickmegan and smartapartment...



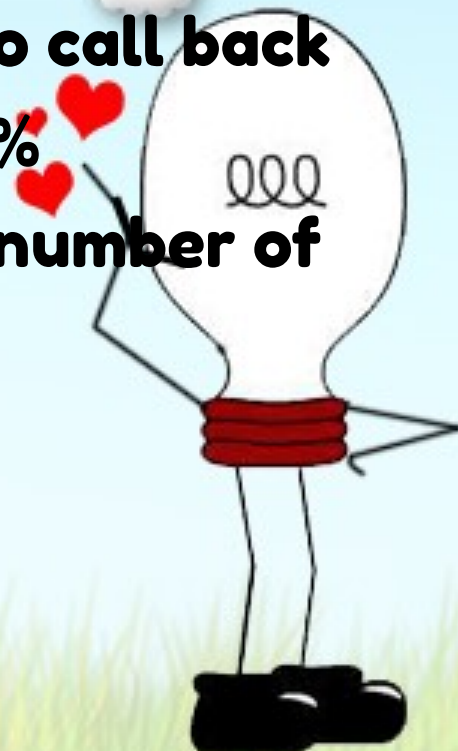


Phone Etiquette

- **During business hours, out of 8,000 calls, only 26% of calls were answered**
- **80% of callers who get voicemail hang up**
- **55% of unanswered calls will never try to call back**
- **Talking to a caller increases tours by 50%**
- **Inviting the caller to tour increased the number of tours by 92%**

-Amanda Schneider Rentlinx "Let it go to voicemail. No big deal right? Think again!"

<https://www.multifamilyinsiders.com/multifamily-blogs/let-it-go-to-voice-mail-no-big-deal-right-think-again.html>



Poll Question



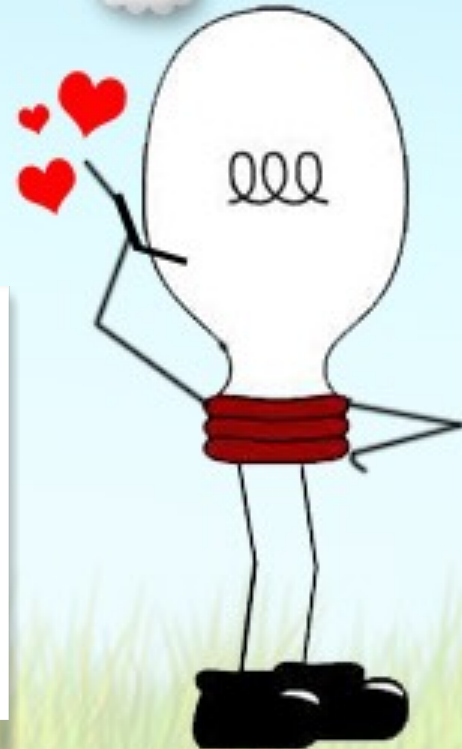
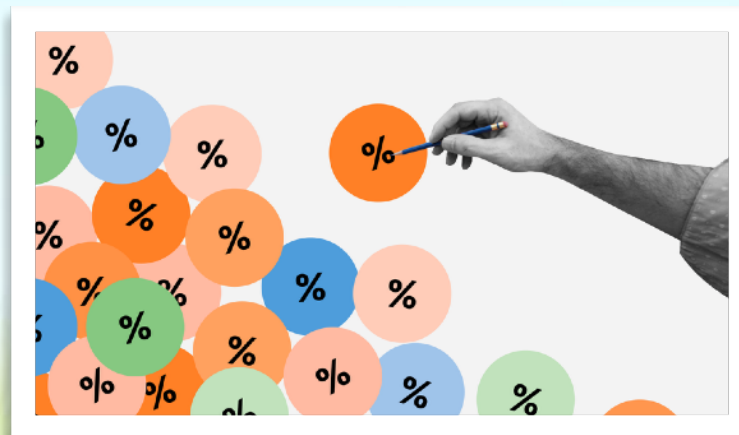
1. What percentage of internet leads did not receive follow-up of their apartment inquiry?

25%

35%

45%

55%



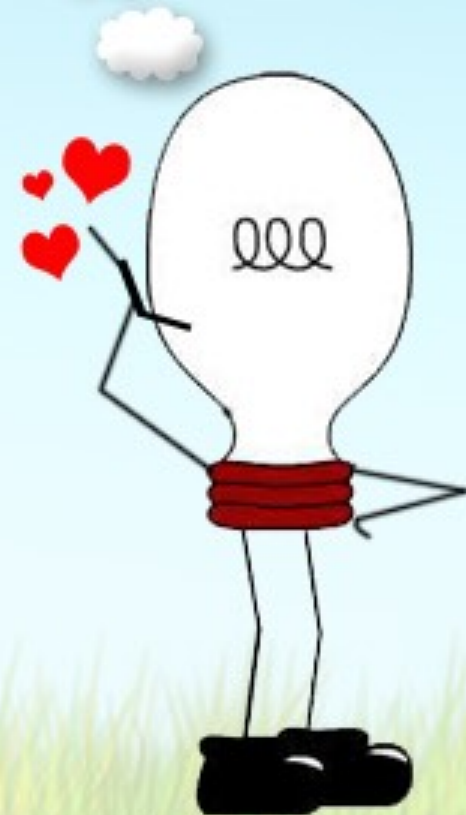
Internet Leads

- **45% of internet leads did not receive follow-up of their apartment inquiry**
- **Internet leads, on average, generate prequalified from your website**
- **Average demographic of on-line inquiry is 20-49 years old**
- **90+% of all prospects find us online**
- **Average follow up on an internet lead is 4 times !!!!**
- **The internet inquirer wants short, quick, informative responses**

—Spherexx.com in 2019



DISC Assessment



DISC Assessment



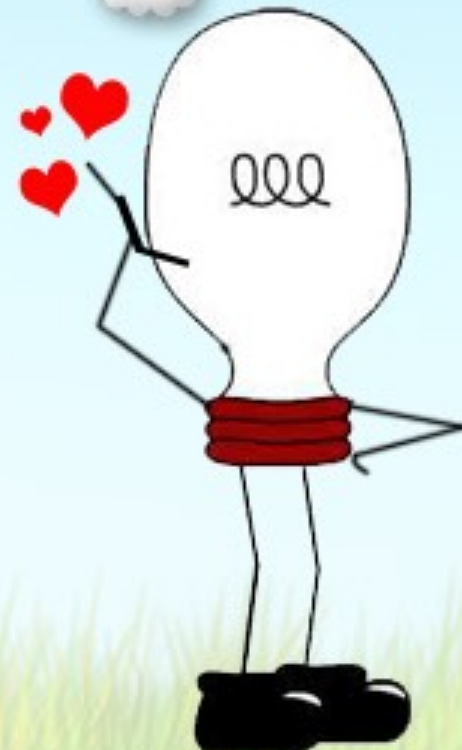
UNDERSTANDING YOURSELF (DISC)

Circle only one word in each row that you feel describes you best right now. Then transfer your answers over to the Scoring Sheet. Total up each column. Your highest score is your predominate personality type.

#	A	B	C	D
1.	Restrained	Forceful	Careful	Expressive
2.	Pioneering	Correct	Exciting	Satisfied
3.	Willing	Animated	Bold	Precise
4.	Argumentative	Doubting	Indecisive	Unpredictable
5.	Respectful	Out-going	Patient	Daring
6.	Persuasive	Self-reliant	Logical	Gentle
7.	Cautious	Even-tempered	Decisive	Life-of-the-party
8.	Popular	Assertive	Perfectionist	Generous
9.	Colorful	Modest	Easy-going	Unyielding
10.	Systematic	Optimistic	Persistent	Accommodating
11.	Relentless	Humble	Neighborly	Talkative
12.	Friendly	Observant	Playful	Strong-willed
13.	Charming	Adventurous	Disciplined	Deliberate
14.	Restrained	Steady	Aggressive	Attractive
15.	Enthusiastic	Analytical	Sympathetic	Determined
16.	Commanding	Impulsive	Slow-paced	Critical
17.	Consistent	Force-of-character	Lively	Laid-back
18.	Influential	Kind	Independent	Orderly
19.	Idealistic	Popular	Pleasant	Out-spoken
20.	Impatient	Serious	Procrastinator	Emotional
21.	Competitive	Spontaneous	Loyal	Thoughtful
22.	Self-sacrificing	Considerate	Convincing	Courageous
23.	Dependent	Flighty	Stoic	Pushy
24.	Tolerant	Conventional	Stimulating	Directing



1. Circle only one word in each row that you feel describes you best.
2. Transfer your answers on the scoring sheet.
3. Total up each column.

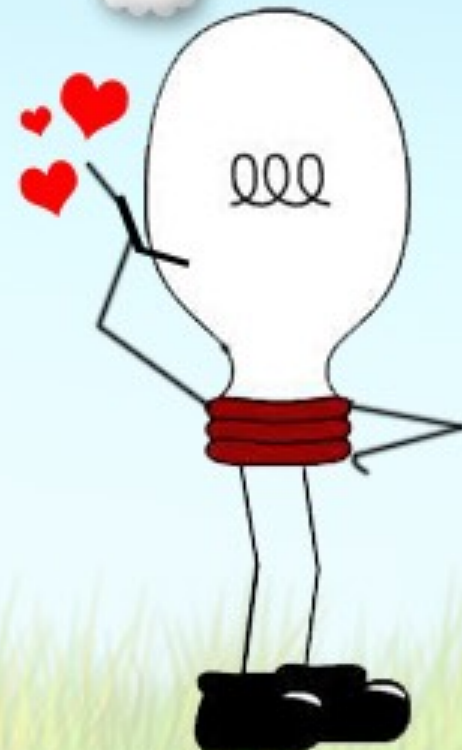


DISC Assessment

D-I-S-C SCORING SHEET

DISC PROFILE	D	I	S	C
1.	B	D	A	C
2.	A	C	D	B
3.	C	B	A	D
4.	A	D	C	B
5.	D	B	C	A
6.	B	A	D	C
7.	C	D	B	A
8.	B	A	D	C
9.	D	A	C	B
10.	C	B	D	A
11.	A	D	C	B
12.	D	C	A	B
13.	B	A	D	C
14.	C	D	B	A
15.	D	A	C	B
16.	A	B	C	D
17.	B	C	D	A
18.	C	A	B	D
19.	D	B	C	A
20.	A	D	C	B
21.	A	B	C	D
22.	D	C	B	A
23.	D	B	A	C
24.	D	C	A	B
COLUMN TOTALS				

1. Circle only one word in each row that you feel describes you best.
2. Transfer your answers on the scoring sheet.
3. Total up each column.



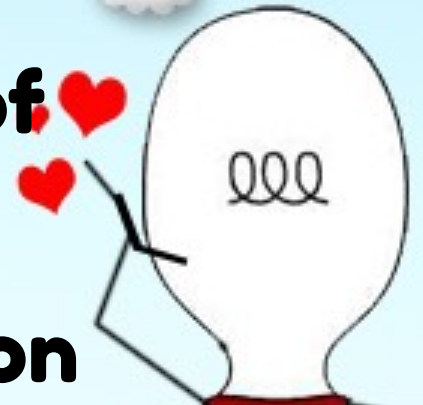
Identifying your customer and customizing your sales approach

- **DISC- behavior**
- **“D” Dominance**
- **“I” Influence**
- **“S” Steadiness**
- **“C” Competence**



Dominance or “D” Characteristics

- Effectiveness
- High Ego
- Impatient
- Desires Change
- Fears being taken advantage of
- Needs direct answers
- Represent 18% of our population



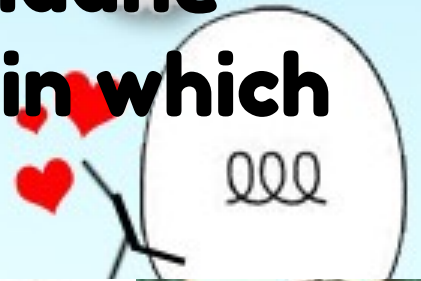
How to interact with a high “D” behavior

- **Speak quickly and clearly. Use language that's direct and to the point.**
- **Don't give long explanations or stories, you will lose their attention.**
- **Set small goals with minimal steps. Be specific but give them some room to be creative.**
- **Acknowledge their results, not their methods.**
- **Be upfront with them when they make errors, they prefer the feedback, positive or negative. It gives them another challenge to overcome.**



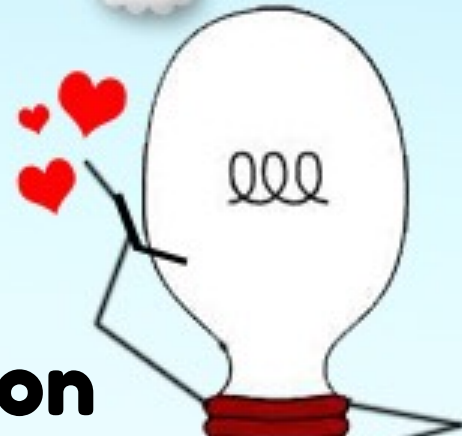
How to sell to a high “D” behavior

- **Motivated By:**
New challenges. Power and authority to take risks and make decisions.
Freedom from routine and mundane tasks. Changing environments in which to work and play.



Influence or “I” Characteristics

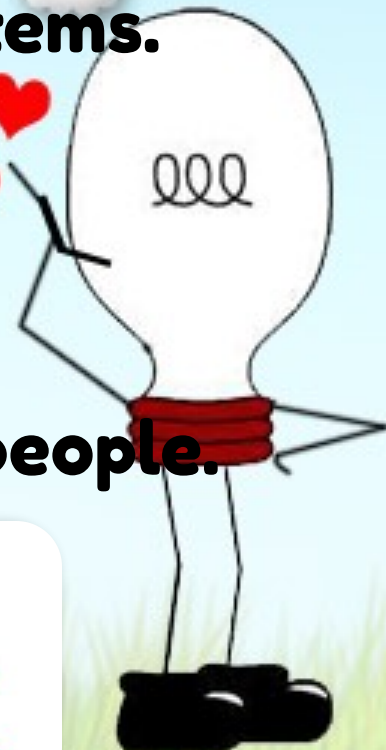
- **Influencer**
- **Emotional**
- **People oriented by nature**
- **Disorganized**
- **Fear of loss of social approval**
- **Needs optimism**
- **Represent 28% of our population**



How to interact with a high “I” behavior



- **Don't rush!**
- **Save plenty of time for personal chit-chat.**
- **Skip the details when possible, but get them in writing and get commitment to action items.**
- **Provide ideas for implementing action.**
- **Support their dreams and ideas.**
- **Be upbeat and optimistic.**
- **Ask for their opinions/ideas regarding people.**
- **Openly share information.**



How to sell to a high “I”

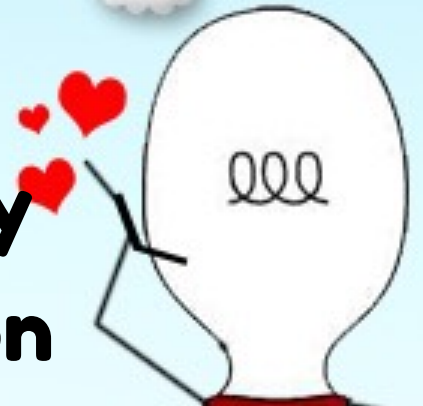
- **Motivated By:**

Flattery, praise, popularity, and acceptance. A friendly environment. Freedom from many rules and regulations. Other people available to handle details.



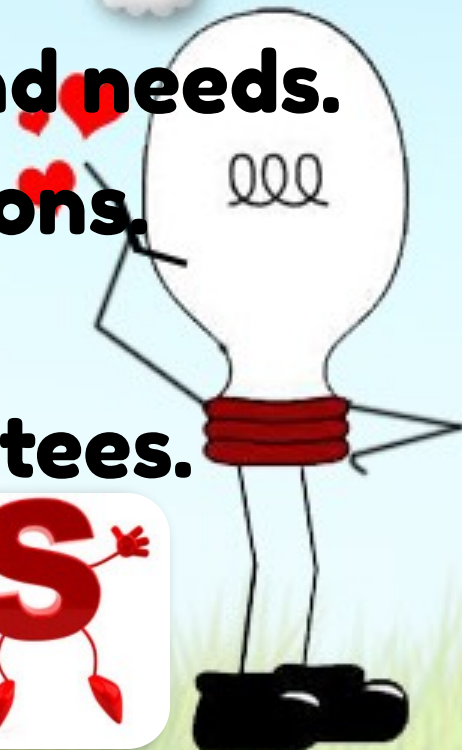
Steadiness or “S” Characteristics

- Loyal
- Need stability
- Family oriented
- Possessive
- Fears loss of security
- Need to approach change slowly
- Represent 40% of our population



How to interact with a high “S” behavior

- **Be sincere!**
- **Break the ice with a personal comment.**
- **Be non-threatening.**
- **Slowly draw out their wants and needs.**
- **Ask open-ended “how?” questions.**
- **Discuss feelings versus facts.**
- **Minimize their risk with guarantees.**
- **Be an active listener.**



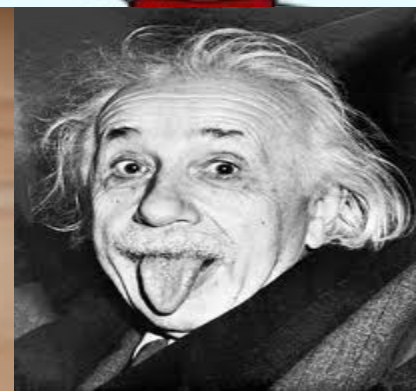
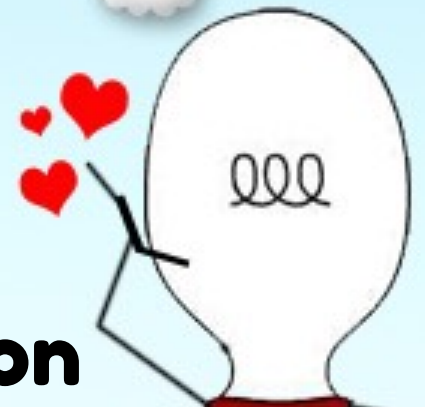
How to sell to a high “S” behavior

- **Motivated By:**
Recognition for loyalty and dependability. Safety and security. No sudden changes in procedure or lifestyle. Activities that can be started and finished.



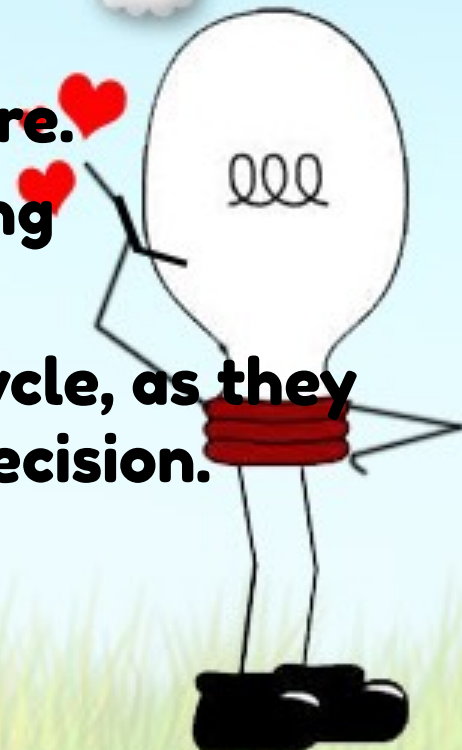
Conscientious or “C” Characteristics

- **Perfectionist**
- **Sensitive**
- **Accurate**
- **Compliant**
- **Fear criticism and judgment**
- **Need multiple explanations**
- **Represent 14% of our population**



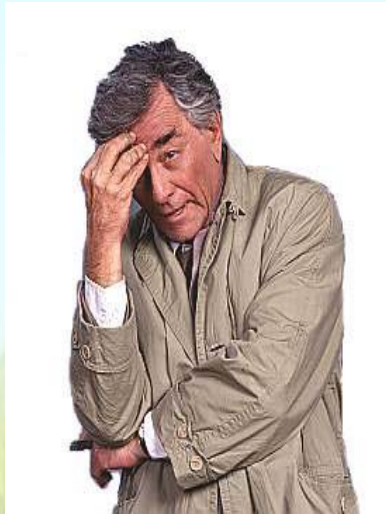
How to interact with a high “C” behavior

- Be neat, organized and thoroughly prepared.
- Be direct and straightforward.
- Have a logical, systematic approach.
- Provide details, facts and statistics, as well as pros and cons.
- Take your time. Be persistent, but be sincere.
- As with “High S’s”, minimize risk by providing guarantees.
- Start early and anticipate a longer sales cycle, as they will be deliberate and thorough with any decision.



How to sell to a high “C” behavior

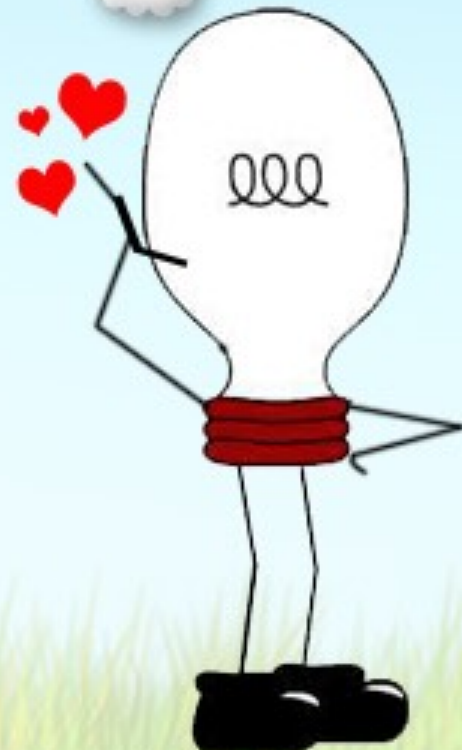
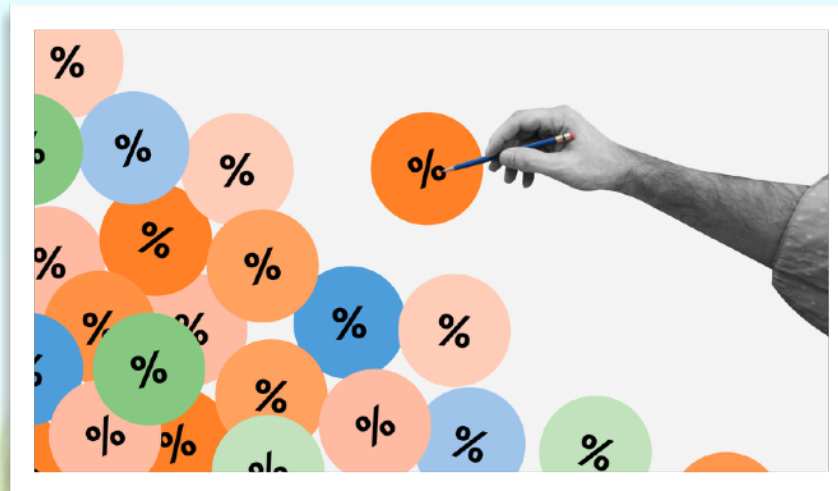
- **Motivated By:**
Standards of high quality. Limited social interaction. Detailed tasks. Logical organization of information.
- **Be realistic...don't oversell!**
- **Follow-up and follow-through as agreed upon.**



Poll Question

4) A prospect swiftly walks in to tour. She is tapping her foot and checking watch, and while you go over the brochure you notice her losing interest. Then she directly asks, "can we see the apartment now?" What behavior style might she be?

**D
I
S
C**



DISC

People-Reading Guide

Is this person's behavior more...

Outgoing/Direct?

- Faster pace
- More telling
- Louder speech
- More inflection

OR

Reserved/Indirect?

- Slower pace
- More asking
- Softer speech
- More monotone

More Competitive and Directing ("D" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "What?"
- Priority on goal and results

OR

More Accepting and Doing ("S" Need)?

- Open posture
- Relaxed/warm face
- Feelings expressed
- Casual
- Focuses on "How?"
- Priority on cooperation and stability

OR

More Talkative and Interactive ("I" Need)?

- Open posture
- Animated/warm face
- Feelings expressed
- Casual
- Focuses on "Who?"
- Priority on People and Approval

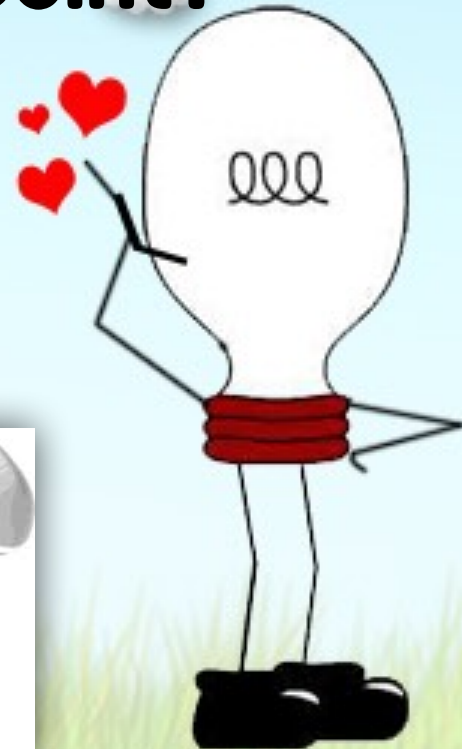
More Assessing and Thinking ("C" Need)?

- Closed posture
- Unexpressive/cool face
- Feelings unexpressed
- Formal
- Focuses on "Why?"
- Priority on Quality and Analysis



Demonstration

- What is your communities best features?
- How do you create a memory point?
- “Pause for Cause”
- Callouts
- When is a room not a room?



Fun With Demonstrating

Custom Selfie
Sticks To Take
Home After
The Tour

ENTER THE MERIDIAN ON SHELBYVILLE
**PHOTO
SCAVENGER HUNT**
THE FIRST PERSON TO POST FIVE PHOTOS
FROM THE LIST BELOW TO OUR
FACEBOOK PAGE BY MARCH 24TH WILL WIN A
\$100 GIFT CARD!

You can submit photos of:

- Selfie signing your lease at Meridian
- Selfie in a hard hat on a construction tour at Meridian
- A purchase you've made or plan to make for your new home at Meridian
- The first item you'll move into your new home at Meridian
- The first room you'll decorate in your new home at Meridian
- The first meal you'll have at your new home at Meridian
- The color of paint you will put on a wall in your new home at Meridian
- The first thing you'll place in your refrigerator at Meridian

PLEASE NUMBER YOUR PHOTOS 1 THROUGH 5
AS YOU POST THEM TO HELP US KEEP TRACK



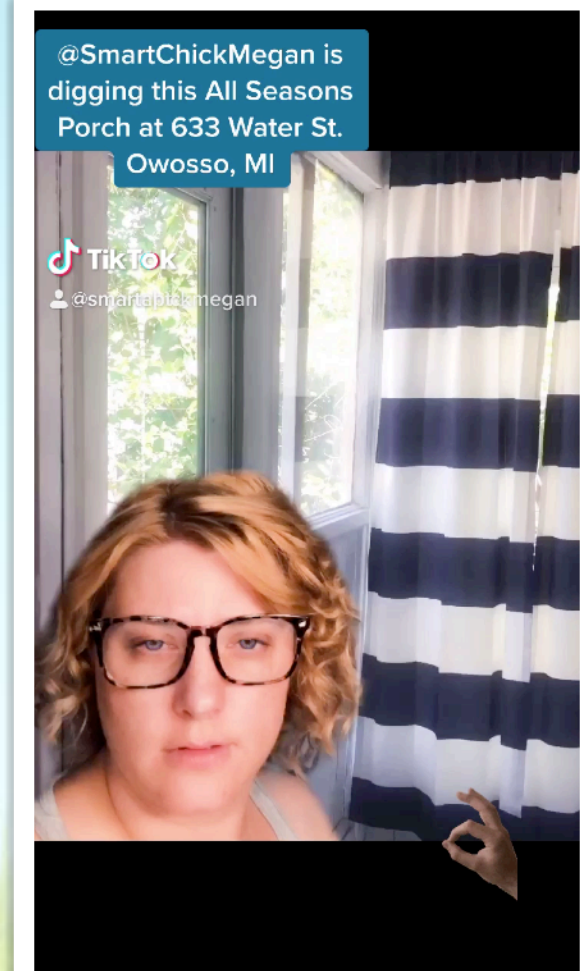
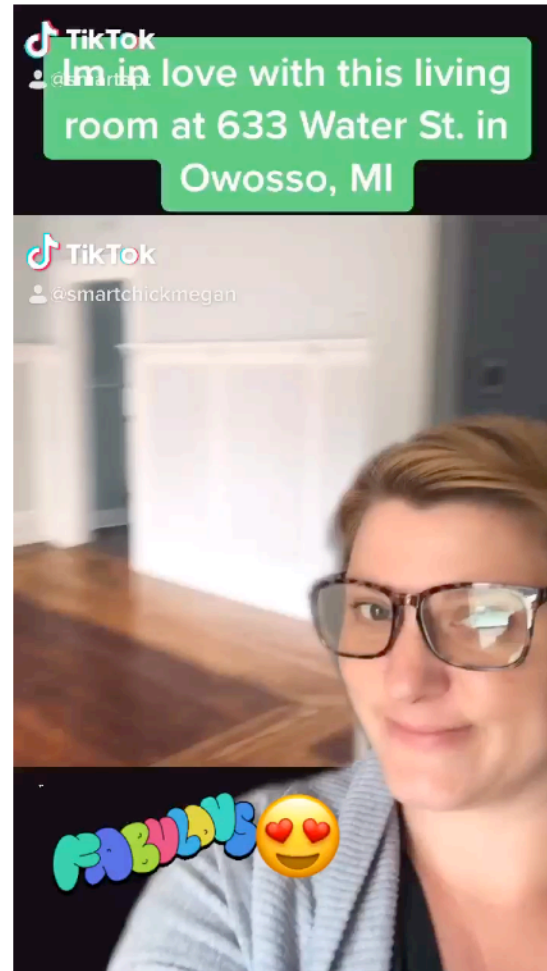
MERIDIAN
ON SHELBYVILLE



*Certain restrictions apply. Limited time offer. See leasing office for details.
Must submit photos from five different categories.



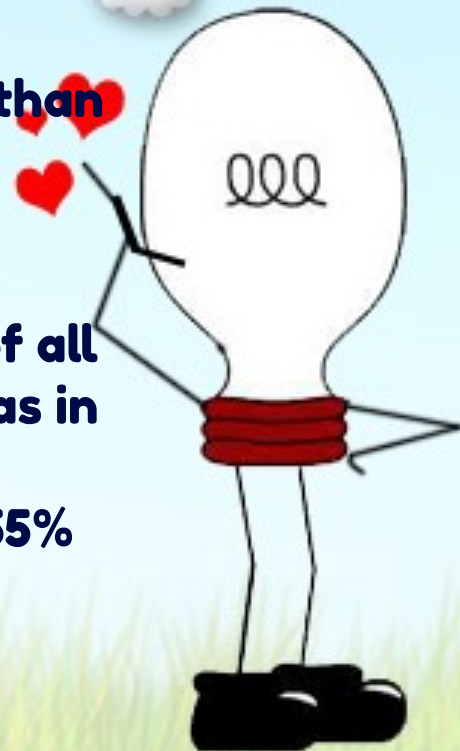
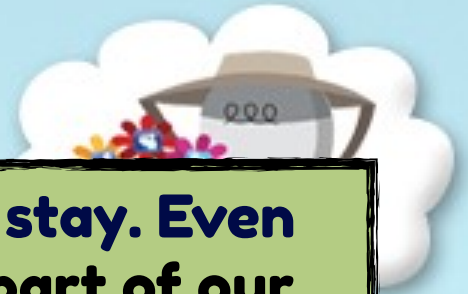
Demonstration During Social Distancing



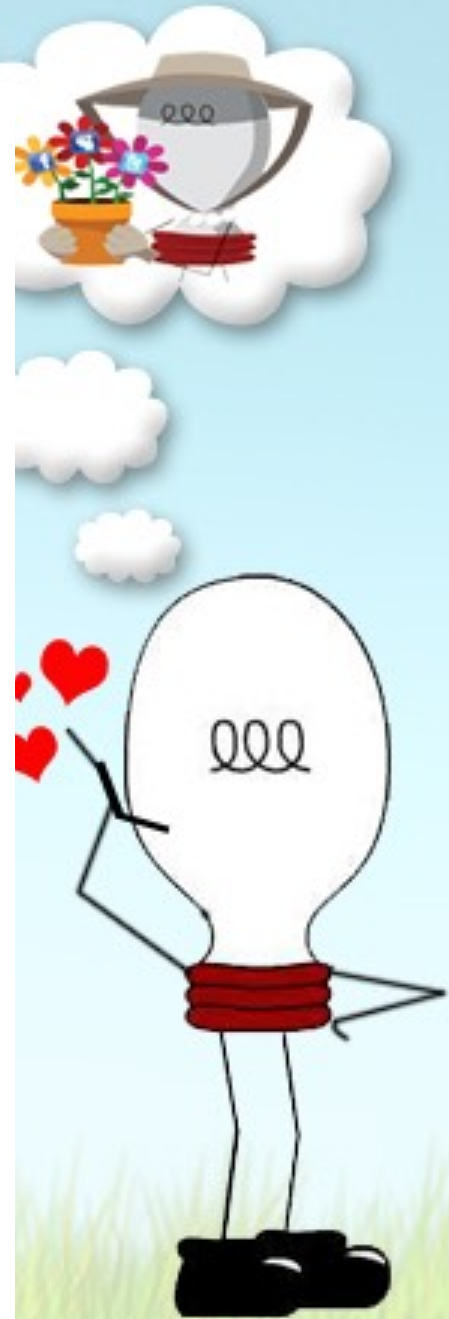
The Video Era

Savvy marketers, take note: video is here to stay. Even Mark Zuckerberg believes video is a critical part of our future. The sheer volume of video content online is growing exponentially, as these stats demonstrate.

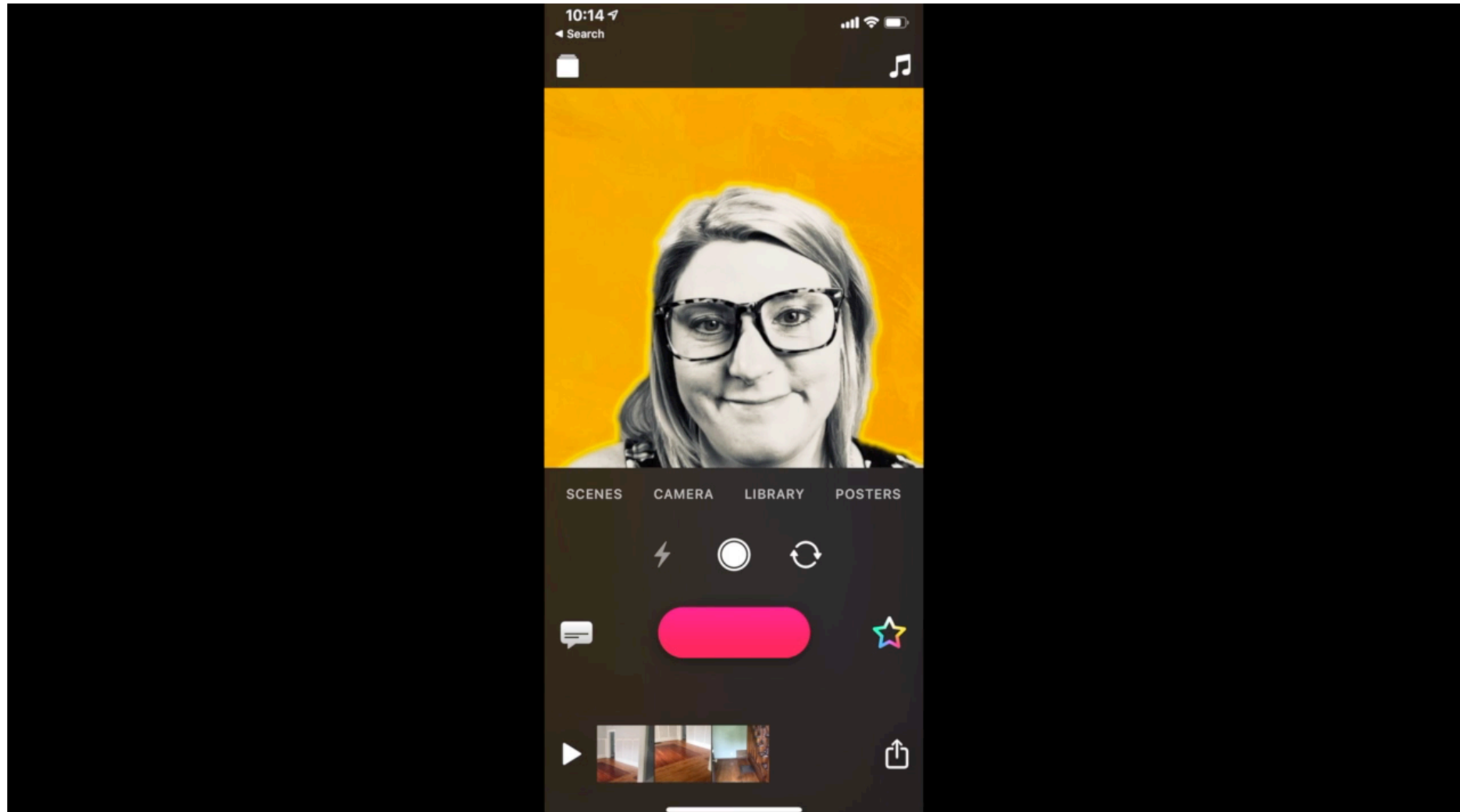
- **81% of businesses use video as a marketing tool – up from 63% over the last year. ([Hubspot](#))**
- **6 out of 10 people would rather watch online videos than television. ([Google](#))**
- **Mobile video consumption rises by 100% every year. ([Insivia](#))**
- **By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017. ([Cisco](#))**
- **78% of people watch online videos every week, and 55% view online videos every day. ([HubSpot](#))**



Clips

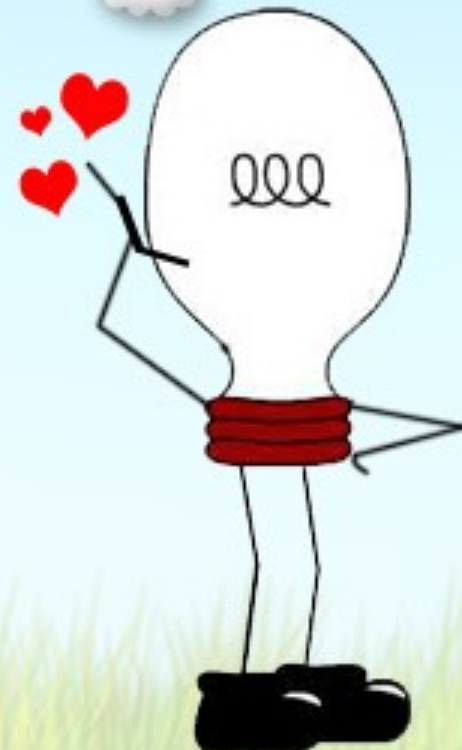


Clips How To



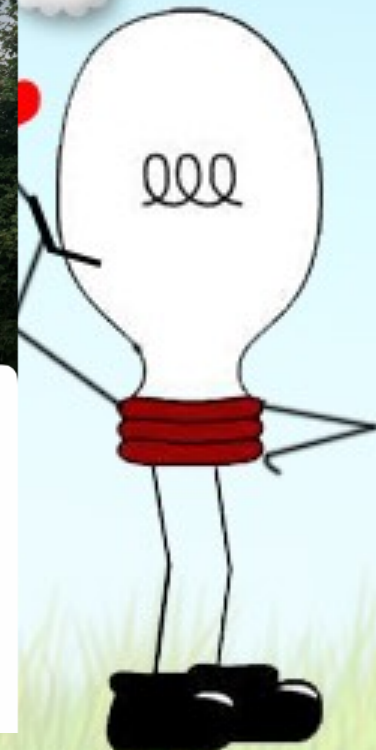
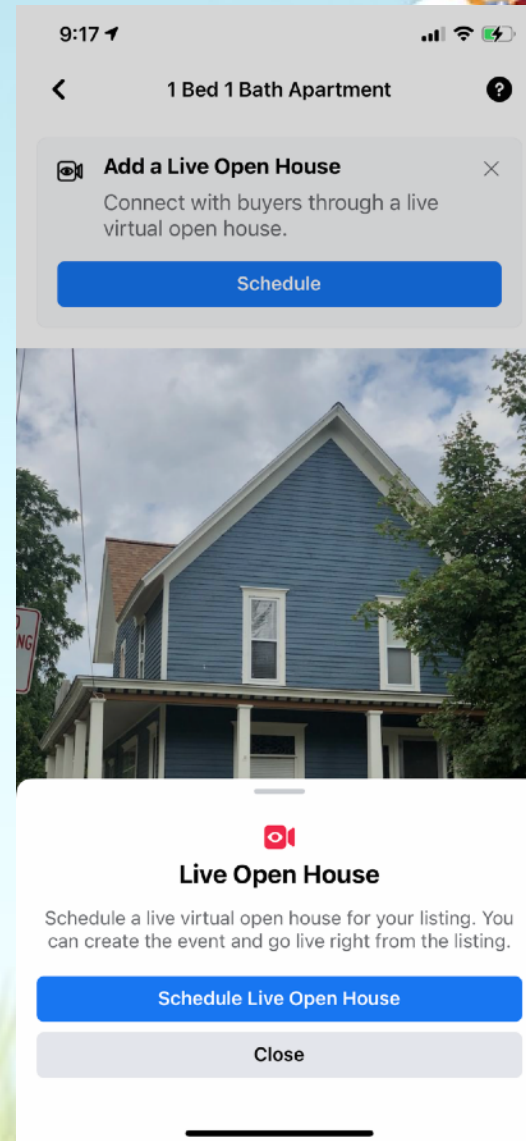
Blue Print For Video

- Upload video natively on Facebook and Instagram
- Make sure to add text (80% of video consumed is with sound off)
- Upload to Your YouTube channel for easy sharing to clients via email/text for virtual and follow up




Virtual Open House

- Facebook
- Instagram
- YouTube



What Self-Guided Tours Look Like



Smart Moves LLC

Book an Appointment

A property management company specializing in residential and commercial management.

Location & hours

Open today until 9:00 PM [More](#)

Connect

www.smartapartmentsolutions.com/smartmoves


Book an appointment

[Services](#) [Staff](#)

3 bedroom 1.5 bathroom Apt-Tour [Book now](#)

Book this 20 minute self guided tour of this awesome 3 bedroom 1.5 bath duplex. This address is loc... [More](#)

Free - 20 minutes

 Square



Thank You For Being A Smart Moves Resident!

Scan The QR Codes With Your Camera To Access Your Move-In Condition Form & To Access Your Online Account!

This is your move-in condition form. Please completed this within 7 days of moving in.



<https://form.jotform.com/smartapart/smart-moves-property-condition-chee>

This will give you access to your online account where you can pay rent, put in work orders and review your lease documents!



<https://home.cozy.co/#/>

(734)800-4213 Office
Text Emergencies To: (248)756-3383
smartmoves@smartapartmentsolutions.com





CHECKPOINT



What Self-Guided Tours Look Like



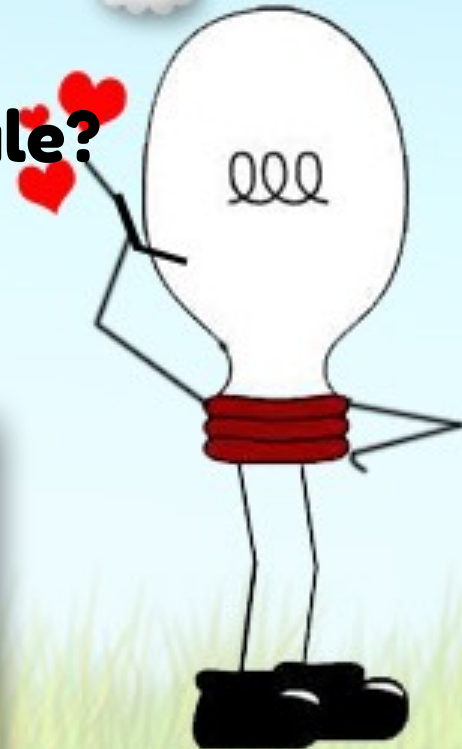
Self Guided Tours

- Face masks, gloves & sanitizer at each home
- QR codes for contactless applying
- Disinfect after each tour

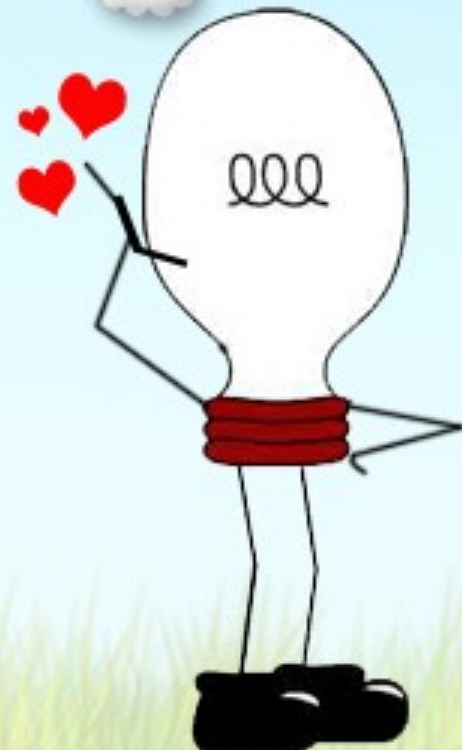


Are you showing off your best product?

- What makes your product stand out from the rest?
- When demonstrating the kitchen what do you do?
- Where should you stand when demonstrating the bathroom?
- Where is the best place to close the sale?



Qualifying



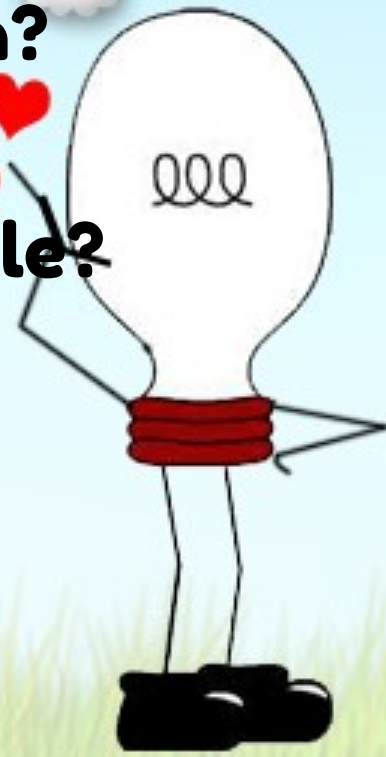
Qualifying

- **Welcome to the conversation**
- **Who's on trial?**
- **You catch more flies with honey**
- **Is there a smarter way to do this?**



Identifying Buying Signals

- Are there any other locations of this floor plan to choose from?
- How quickly can I be approved?
- How much money is needed to move in?
- What is your maintenance like?
- Are there any other discounts available?



Buying Signals and Body Language



Buying Signals and Body Language

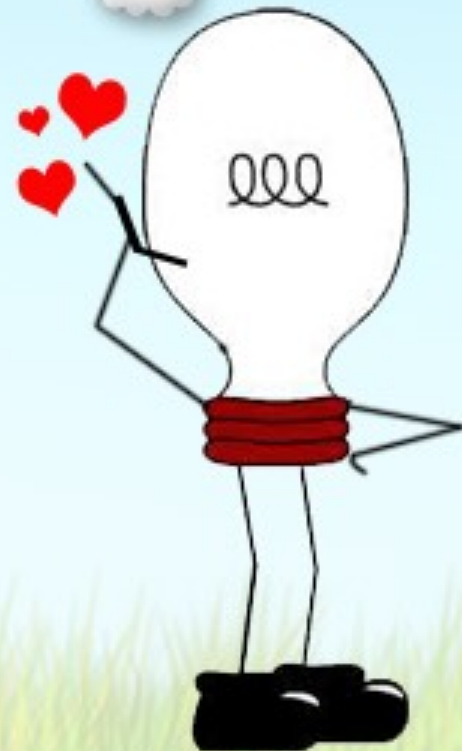
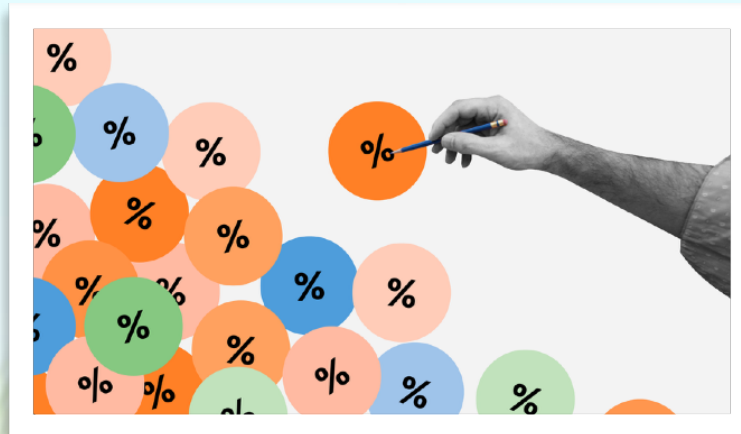
- Do they have mirrored body language? (I'm sold)
- Is their body open to more conversation? (almost, but keep going)
- Is their body facing you? (You almost have me)
- Is their head tilted to the side? (I'm very interested)



Poll Question

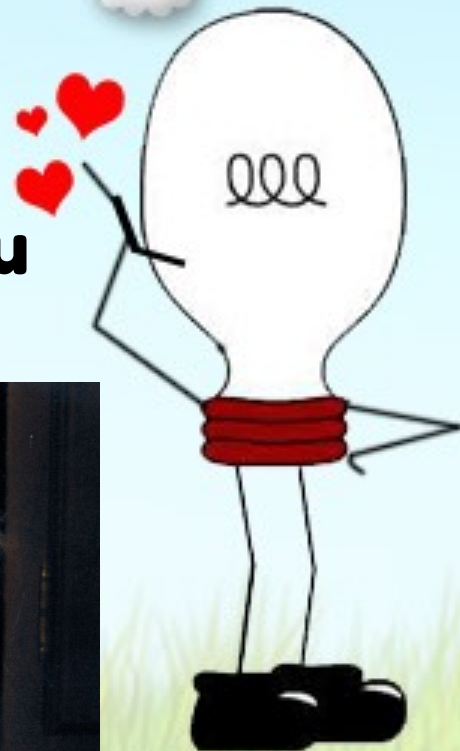
1. In a study conducted by Weird News, what scent was voted the most offensive?

Fish
Garbage
Cigarette smoke
Vinegar



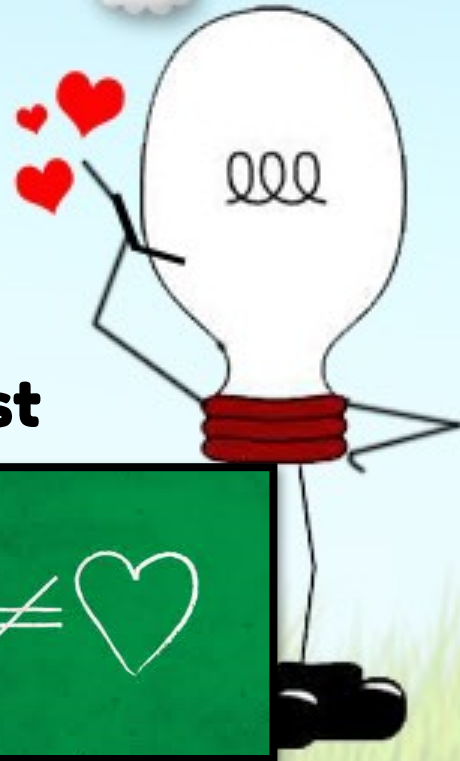
Fun Facts

- What scent is found to be the most/least offensive?
- What color do your eyes see first/last?
- What kind of music do you play in your show apartment?
- Is your music at 72 beats per minute?
- How do you get enthusiastic when you are having a bad day?



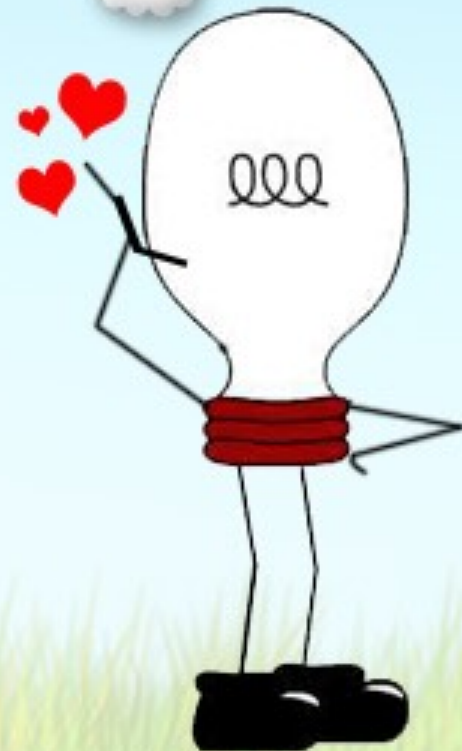
Closing the Sale

- **"Nothing happens until someone sells something!"** – Rick Sparks, MO SBTDC
- **You can have the best product in the world, but if you can't sell it, you've still got it**
- **Your Business The Easy Way**
<http://www.instant sell business.com>
- **Ask for the sale in the living room**
- **Don't give up if they didn't lease on the first visit; get a return appointment**



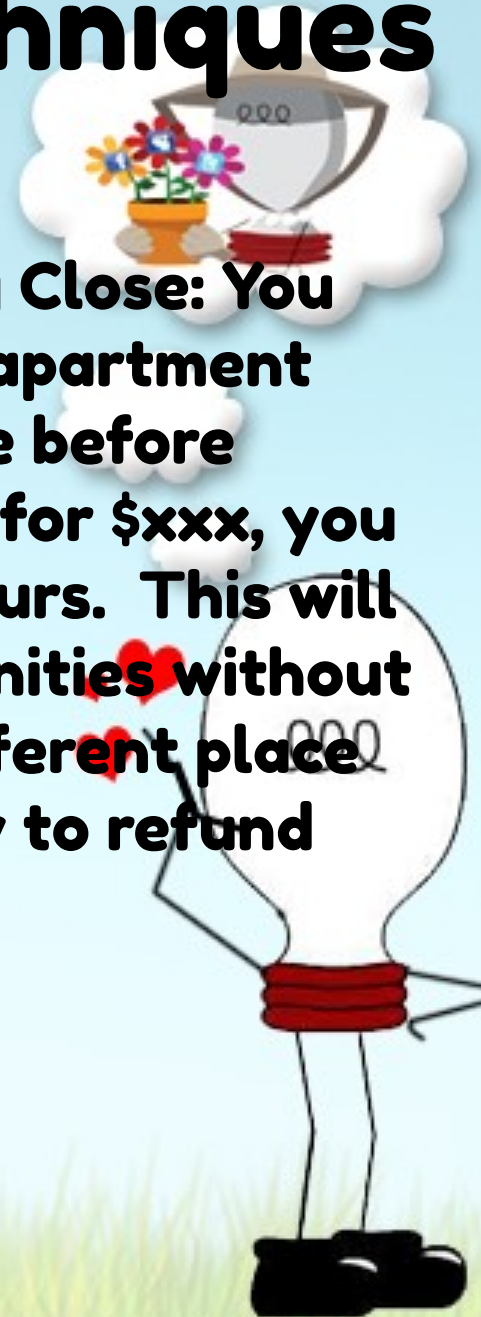
Different Closing Techniques

- **Counselor Close:** “Let me explain how the moving procedure will work. First, we need to complete the paperwork and I will need a check for the security deposit...”



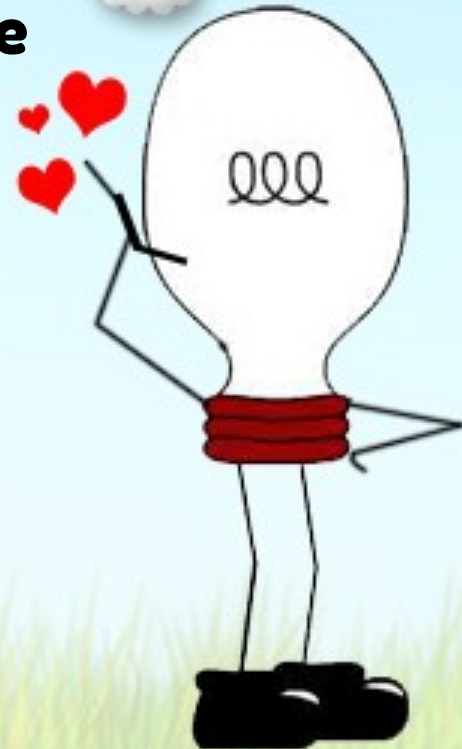
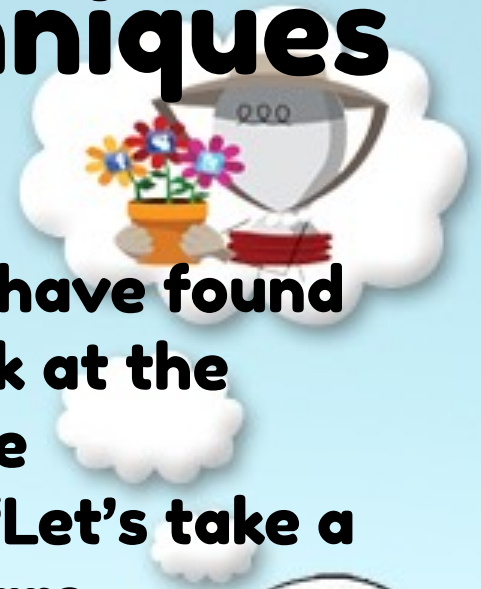
Different Closing Techniques

- **24-Hour Courtesy Hold or Less Holding Close:** You encourage the prospect to reserve an apartment even if they insist on looking elsewhere before making a decision. “By writing a check for \$xxx, you are reserving this apartment for 24 hours. This will allow you to check a few other communities without losing this apartment. If you find a different place that suits your needs, I would be happy to refund your money.”



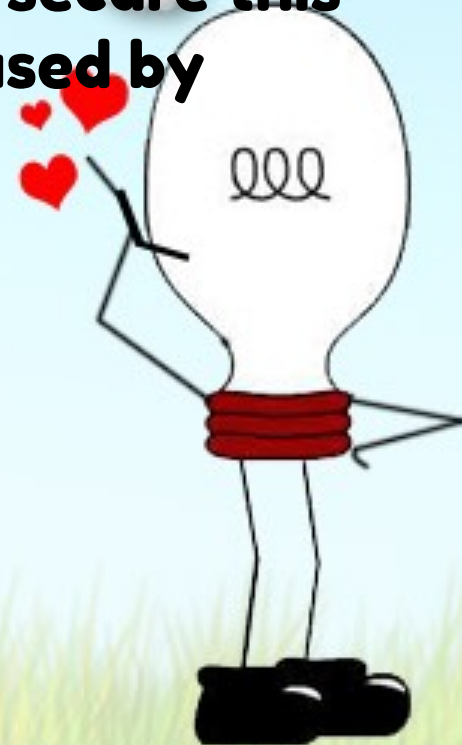
Different Closing Techniques

- **Alternative Choice Close:** “Now that we have found the apartment you like, let us take a look at the calendar and choose a day that would be convenient for you to move-in.” – OR – “Let’s take a look at the choice of carpet colors that are available in this style.”



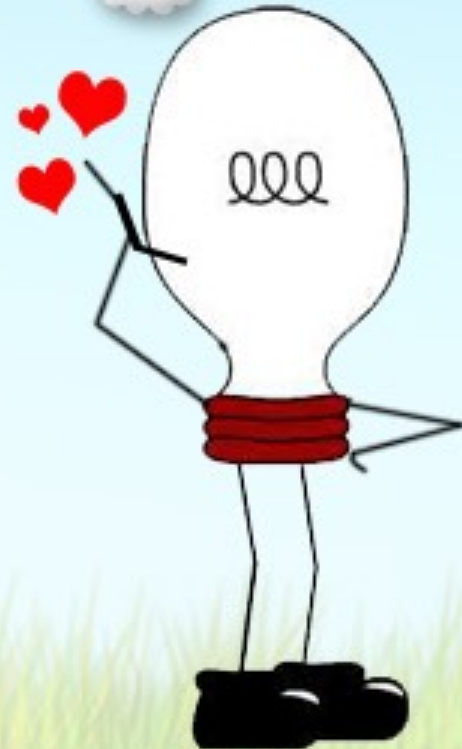
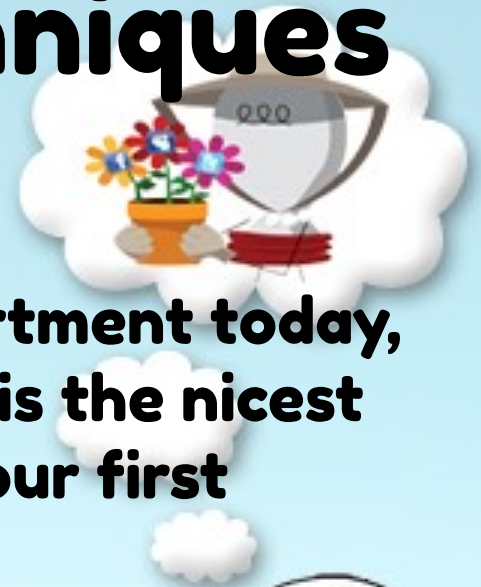
Different Closing Techniques

- **Urgency Close:** Point out the limited availability of the apartment or that the “special” could end at any time. “This is our most popular floor-plan; we rarely have any available. If I were you I would secure this apartment, otherwise it is likely to be leased by someone else.”



Different Closing Techniques

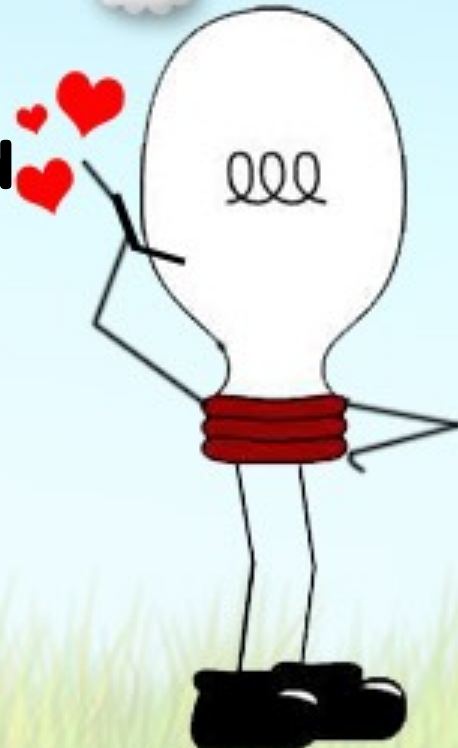
- **Pick of the Litter:** “By selecting this apartment today, you will have the pick of the litter. This is the nicest apartment we have available and it is your first choice.”



Different Closing Techniques

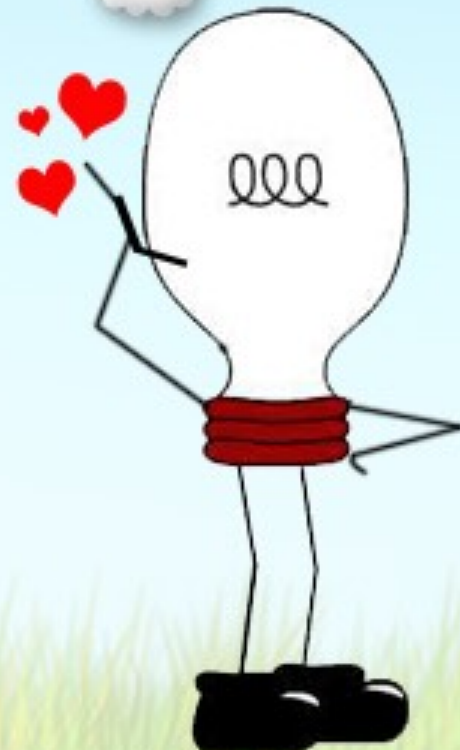
- **If I Could, Would You...Close:** When a prospect desires something that is normally not available, ask the following question: “If I could get a XXX for you, would you lease the apartment today?” This will determine if the request is a valid concern.

If I Could.....



Different Closing Techniques

- **The Direct Close: “Let’s get the application process started!” Cut right to the point, don’t waiver on “yes” and “no” just do it!**



Poll Question

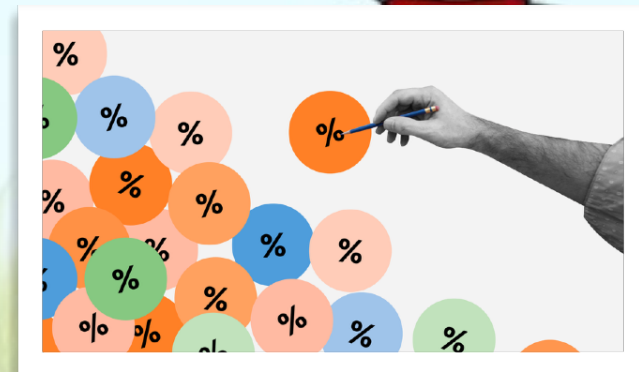
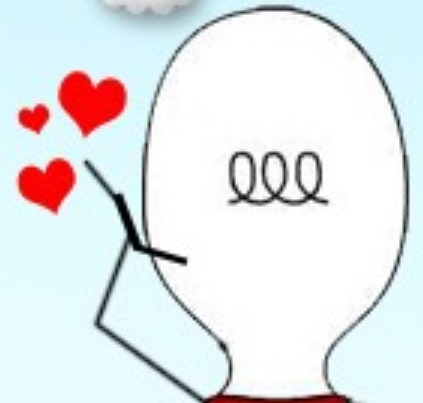
5) You have identified that you are working with a high D behavior prospect. What are the two best closing techniques demonstrated today for a high D behavior?

Counselor Close, Urgency Close

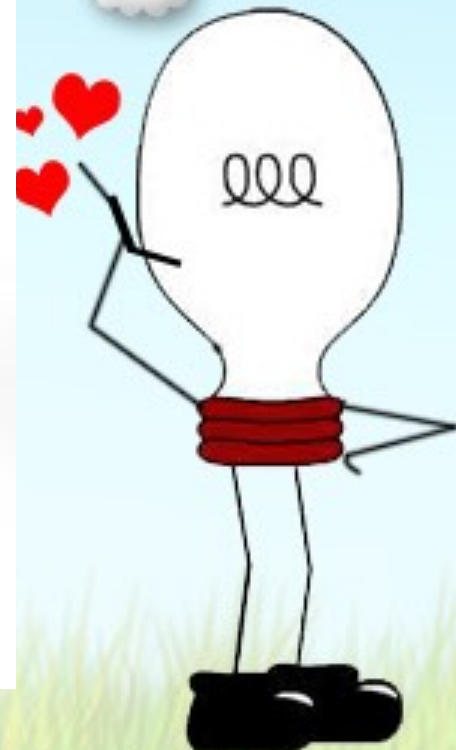
Action Close, Direct Close

Pick Of The Litter Close, Which Close

Friendly Close, 24 Hour Courtesy Close

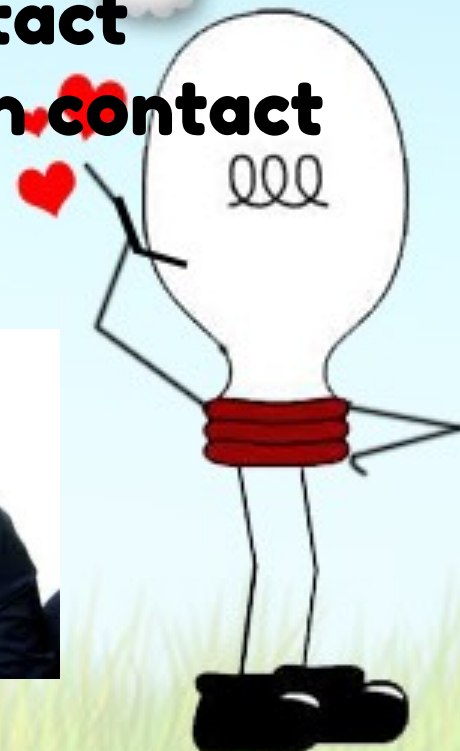


Follow up....or not to follow up?



There is FUN in follow-Up

2% of sales are made on the 1st contact
3% of sales are made on the 2nd contact
5% of sales are made on the 3rd contact
10% of sales are made on the 4th contact
80% of sales are made on the 5th-12th contact



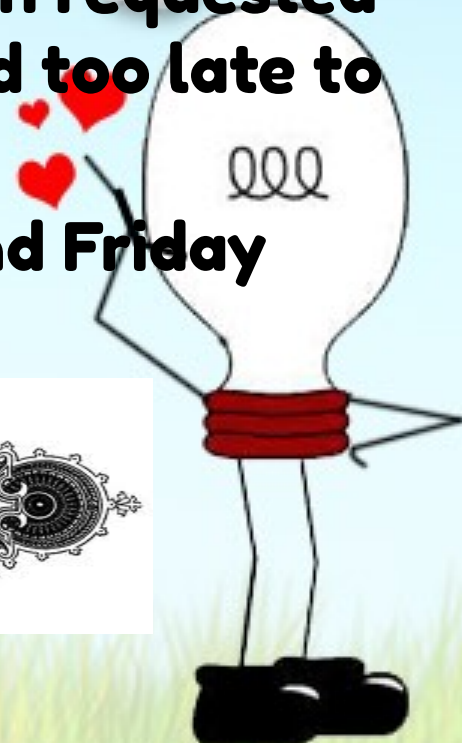
Follow-Up



- Only 2% of leasing consultants actually follow up
- -1/3 of sales occur within 3 months of the initial inquiry
- Studies show that 22% of prospects that request information do not receive the information requested and 46% of the time material was received too late to be of use
- Best evenings to follow up are Monday and Friday

MonDay

FRIDAY



Make Follow-up fun

- **Text Messaging through your email**
- **Send a personalized video**
- **Moving starter pack**

EACH FRIDAY WE SHARE JUST A FEW OF OUR FAVORITE THINGS TO WRAP UP THE WEEK! THIS WEEK'S FAVES ADD SOME FUN (YES, REALLY!) TO YOUR FOLLOW-UP!



Text messaging made simple



Alltel	phonenumber@message.alltel.com
AT&T	phonenumber@mms.att.net
BellSouth	phonenumber@bellsouth.cl
Cingular	phonenumber@mobile.mycingular.com
MetroPCS	phonenumber@mymetropcs.com
Nextel	phonenumber@messaging.nextel.com
Sprint	phonenumber@messaging.sprintpcs.com
SunCom	phonenumber@tms.suncom.com
T-mobile	phonenumber@tmomail.net
Verizon	phonenumber@vtext.com (text only)
VoiceStream	phonenumber@voicestream.net

- **160 or less character message**

I <3 2 txt msg



Fun Follow Up

- **Send a \$5.00 Coffee Card with a note that says “Choosing the right home is hard work.. Take a break on us.”**
- **Send a moving care package with:**
 - Permanent Marker**
 - Packing Tape**
 - Band- Aids**
 - Address Change form (PS Form 3575)**
 - Checklist**
- **A note that says “We can’t wait to call you neighbor!”**



First Apartment Checklist ✓

Before Move-In	Living Space
<input type="checkbox"/> Mattress, pillows, bedding	<input type="checkbox"/> Comfy couch
<input type="checkbox"/> Toolkit, nails, wall hooks	<input type="checkbox"/> Coffee table
<input type="checkbox"/> Step stool	<input type="checkbox"/> Extra lighting
<input type="checkbox"/> Shower curtain	<input type="checkbox"/> TV, DVD player, cable box
<input type="checkbox"/> Toilet paper	<input type="checkbox"/> Storage solutions
<input type="checkbox"/> First-aid kit	<input type="checkbox"/> Houseplants
<input type="checkbox"/> Cleaning supplies	<input type="checkbox"/> Decor and extra furniture
<input type="checkbox"/> Kitchen essentials: basic dishes, sandwich bags, etc.	
<input type="checkbox"/> Batteries, power strips, extension cords	Bathroom
Kitchen	<input type="checkbox"/> Toilet plunger, scrubber, trash can
<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Bath and hand towels
<input type="checkbox"/> Full set of dishes	<input type="checkbox"/> Hand soap, lotion
<input type="checkbox"/> Pots and pans	<input type="checkbox"/> Toiletary storage container
<input type="checkbox"/> Kitchen tools: blender, toaster, measuring cups, etc.	<input type="checkbox"/> Candles, potpourri, etc.
<input type="checkbox"/> Miscellaneous kitchen items: silverware organizer, dish towels, etc.	Bedroom
<input type="checkbox"/> Pantry essentials: sugar, flour, condiments, etc.	<input type="checkbox"/> Bed frame and box spring
<input type="checkbox"/> Spices: dried herbs, salt and pepper, etc.	<input type="checkbox"/> Closet storage solutions
	<input type="checkbox"/> Full-length mirror
	<input type="checkbox"/> Window treatments
	<input type="checkbox"/> Laundry hamper
	<input type="checkbox"/> Final touches: vanity, desk, reading lamp, etc.

updater,



Follow Up Fun

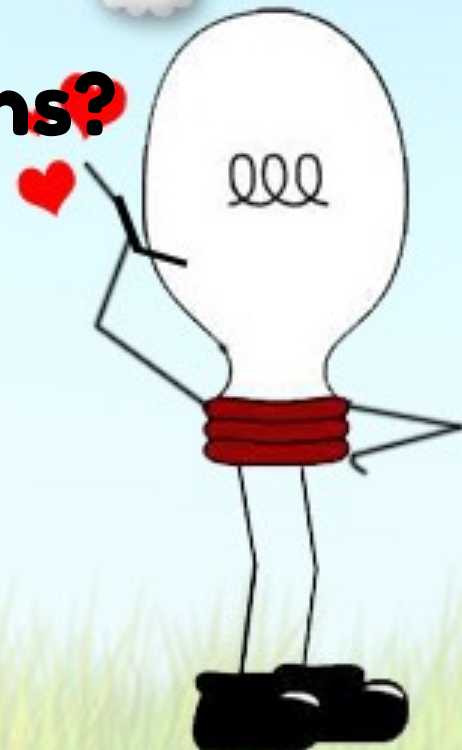
Puzzle Floor plans

www.Portraitpuzzles.com
\$3 per puzzle



Wrap Up

- **What are you going to take with you?**
- **What goals are you going to set yourself and your property?**
- **How will you execute your plans?**

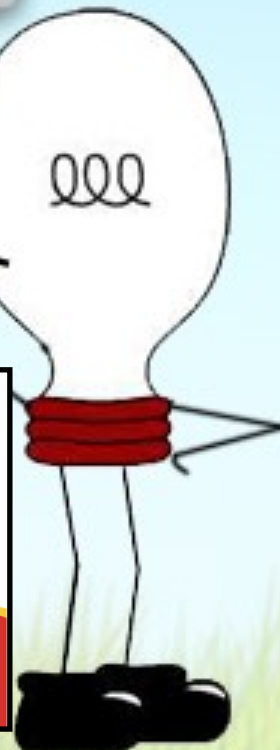




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