

WHAT'S YOUR IMPRESSION? Always present a positive image to prospective residents



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AS A SITE MANAGER AND REPRESENTATIVE OF YOUR PROPERTY, COMPANY AND OWNER, *YOU* are the first contact with a prospective resident. How you present yourself and your property will ultimately influence the decision of prospective residents and whether they become your newest customers. The key is to make these impressions positive! From the initial phone inquiry, to the site visit, to the unit you show, you need to consider how you can make the best possible impression.

INITIAL INQUIRY: Most of you will be contacted first via the telephone. Answering the phone gives you the opportunity to convince people to visit your property. How do you do that? Being pleasant, offering answers to questions and giving pricing information are important, but it's also up to you to paint a vivid picture of your community, offer top features and create excitement about a property. Remember, most renters want answers immediately. If they are greeted by voice mail, it's likely they won't leave a message and you'll lose a potential resident.

PROPERTY TOUR: Once you've convinced a potential renter to visit you, be prepared. Top-notch curb appeal includes well-groomed, litter-free grounds; clean, fresh signage; and a well-lit office entrance. When prospects arrive, greet them warmly with a firm handshake and acknowledge them by name. Having a clutter-free desk, refreshments, a place for them to sit, soft music playing and a fresh office scent says you care about what they think.

Next, you'll fill out the guest card (prospects should not do this). Once you've armed yourself

with answers to all of their needs and wants, you are ready to show a unit. The place you show should have a clean and swept entry, the lights should be on and the furnace set at a comfortable temperature. The blinds should be open to maximize the best views and natural light. The unit should be clean, smell nice and the toilet seat lid should be closed. You will then point out the features important to each prospect. After you've highlighted your company's management and service, how can they possibly want to look elsewhere?

CLOSING: Most of us haven't been taught the "ready-to-buy" signals. These are signs from the prospect, often verbalized through comments such as, "My couch would look great here." You should reply to these comments by offering your "ready-to-lease" signals, which include responses such as, "Your king-size bed will fit in here with plenty of room."

Prospects who deliver the "ready-to-buy" signals are just waiting for you to whip out that paperwork and start the screening process. But, as you know, some people will still want to "look around." This is when you offer an incentive, such as a higher discount if they fill out an application today versus tomorrow.

If they still want to "look around," you can send them off with an application, screening criteria, brochure and a big, warm, "Thank you!" Ask them to contact you at any time with questions and express confidence that once they've looked around, they'll be back. You can be satisfied that you delivered the best impression possible! ■