

Step 18 Assignment – Journey to Leasing Excellence on 10@10

With TotallyToni Blake on Apartment Leasing Fabulous Fundamentals on Facebook

Shopping Report: Did the Leasing Professional ask how you knew the community?

Have you been here before? Answer: NO Response: WOW (sound surprised).

Landmark: Bring them closer: Freeways, large store, hospital, and sports arenas.

Freeways: Do you know where I25 intersects with I70?

Shopping – Do you know where the big blue and yellow Ikea store is on I25?

Have you been here before? Answer: Yes Follow-up: Really! Cool! (Be positive)!

What brought you our way? Response: I had a friend who lived there?

Follow-up: **Wow – really how long ago?**

Be sure to leave time for people to talk WAIT a few seconds at the end of each statement to see if they have more to share . . . Don't walk on their conversation!

Ask to follow up questions – show interest. Names? Places? Things they did? Who invited them? What they saw? Was the clubhouse open? Have you seen our model?

More conversation starters:

Are you living in town now? Ever driven by? Do you know this area?

Where are you coming from? So this will be your first time our way?

Have you visited properties at all yet?

Are you making a list of places you're going to see?

Response: No – Follow-up: **Let's start one and put me at the top.**

Follow-up: **Are you where you could type or write?** Response: No.

Follow-up: **I can text your our address, then you can one click on maps and Siri can bring you right here! What is your cell number?**

Are you ready to write this down? Response: YES!

Follow-up: OK – so got a pen? Stylus? Are you ready to type?

T O N I R O C K S - S P E L L YOUR PROPERTY NAME!

Circle it and put a star by it!

Two reasons – that MATTER!

We HAVE _____ and we're the MOST _____

Promise me you won't make a decision without first seeing us?

Ask great follow-up questions about how they found you and be sure to report accurate traffic sources. You can support the financial decisions that drive QUALIFIED traffic to your property with really accurate information.

Make up stories with points of interest. Take turns interviewing your practice partner to see if you can get ALL the points of interest in their story!!! Being a great conversationalist about your community is a learn skill you can practice.