

## **10 Tips and Three Great Ideas to Filling Vacancies by Mindy Williams and Katie Johnson**

Use these goals as a brief refresher of what you're trying to do each time you meet with a prospective resident. Cut this list out and hang it somewhere you'll see it on a daily basis.

**1. Feel good about asking them to sign the lease.**

Know your community well, and know that your prospects will be happy living there.

**2. Create an instant rapport with the prospect.**

You want them to feel comfortable and welcomed, not overwhelmed and pressured.

**3. Hold the prospect's attention throughout your presentation.**

Perfect your pitch so that it's interesting, engaging and fun to listen to.

**4. Keep price from being the issue.**

Keep the focus on your fabulous amenities and how much they'll LOVE living there.

**5. Know the market better than the competition.**

This is a must if you want to be an effective leasing professional.

**6. Convince more leads to meet with you in person.**

You're far more likely to get a lease when you get prospects through the door. Every call should end with you asking when they can come by and meet with you. Use Lisa Trosien's trick -- if the prospect calls you from a cell phone say, "Where are you right now? Why don't you come right over?" Forty percent of the time the prospect will drive right over.

**7. Profit from the no's you get.**

If someone does not choose your community, use it as a learning experience. Think about what happened and possible ways to overcome those same difficulties with prospects in the future.

**8. Get prospects to be honest with you.**

They might not want to be completely up front with you, but it is essential to know what's really going on to give an effective presentation or pitch.

**9. Get your whole sales team to work with you.**

Team is the key word here. Do all you can to encourage a team atmosphere where everyone is working together and doing everything they can to help each other out.

**10. Make sure your residents and prospects appreciate the extra lengths you go to make them happy.**

So make sure you follow up with questions like, "Are you satisfied with the \_\_\_\_ we

did for you?" And, "Doesn't the new pool deck look great?"

### **3 Great Ideas to Fill Your Vacancies**

- 1. Vacancies show better with new switch plates and electrical outlet covers**
- 2. Add new shower curtains and bathmats to your vacancies.**
- 3. Use picture postcards for follow-up.** The United States Postal Service has a cool feature you might not know about. If you go to the USPS website, you can upload an image (your own or one that they provide) and they'll create, print, and mail a postcard for you. Go to [USPS.com/netpost](http://USPS.com/netpost) and click on Stay in Touch With Family & Friends. Then click on Premium Postcards. A picture is worth a thousand words!

### **Do a Quick Self Assessment**

Take 30 minutes to regroup on your 2007 successes. Now is a terrific time to take a half hour and assess how your 2007 went. Be as objective as possible, and look at your performance as your boss would. Self evaluations are the quickest way to self improvement. This will lead to better performance, and better pay. Look at the things you've done successfully, and things you will do differently next time.

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