



TIPS YOU CAN USE

Close More, Lease More: Invest In Your Success

By Leah Brewer, Leasing Queen

If I make no investment, I will get no return. One dictionary defines "investment" as "a contribution of something such as time, energy, or effort to an activity, project, or undertaking, in the expectation of a benefit."

Closing is an investment. If you tour ten prospects and ask none of them for a commitment, you may get one application. If you tour ten prospects and ask all of them for a commitment you may get five, six, seven or more applications. You can increase from a 10% closing rate to a 50% to 70% closing rate through effective and well-timed closing techniques. Invest quality closing statements, closing questions and closing styles into each and every tour to expect the benefit and result.

During a recent assignment, our leasing and marketing team assisted a distressed apartment community turn around their downward-spiraling occupancy. Stats showed good traffic but only a 16% closing rate. New applications increased from 16% to 63% by changing one thing in the presentation... investing in quality closing. We asked each prospect for a commitment: each phone or internet lead was invited in for a tour; each prospect who toured was asked to become a resident; each objection was discussed and the leasing consultant circled back to the closing commitment. The staff invested in closing techniques and achieved the desired results, a 52% increase in the closing rate.

Here are three steps you can invest in for a superior return on your investment.

1 Learn new closing ideas and skills through workshops and research. Ben Franklin stated "An investment in knowledge pays the best interest."

- 2 Practice what you've learned and begin to hone your individual techniques. Challenge yourself to use a new closing technique each week as you build your repertoire.
- 3 Evaluate your presentation and your closing skills through regular mystery shops and recording your own phone calls. Review and revise your techniques as needed to develop the style that works best with your personality.

Prospects come through your leasing door because they are interested in living in your apartments. Assume they are there to lease rather than assuming they are there to look. Invite them to become residents. Make it easy to lease instead of easy to leave. If you want to close more and benefit with a greater number of applications and therefore more leases, invest your time, energy and efforts into the right activities.



Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995, serving multi-family housing with marketing consulting, training, and staffing. Leah presents fun, interactive, and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.

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PAGE 8



**President's
Points:
Honoring
the Best of
the Best**

5



14

**"What do
Customers
Want?"**



15

**Close More,
Lease More:
Invest in Your
Success**