



## TIPS YOU CAN USE

### Leading Through Follow Up:

# Change the Chore to the Choice


By Leah Brewer, Leasing Queen

If you need to lease apartments fast to meet your goals, how do you best accomplish the task? You could quickly market your residents for referrals, do some fast outreach, stand on the curb and wave in traffic... or you could work your follow up box for golden nuggets waiting to be mined.

Follow up with your qualified previous visitors to solicit fast applications. I have witnessed this success when my team leases up a distressed property. During the first week, the Project Leasing Specialist follows up with all previous visitors and typically generates three to five new applications from follow up. Often follow up activities drop to the bottom of the task list due to time, competing activities or leasing consultants who feel it is a chore that will not produce results. To turn follow up from a chore to a choice and achieve better results, enhance your follow up quality and quantity.

**Quality follow up** includes creative and engaging communication that will continue to market your community and appeal to prospects. Generic thank you cards are neither creative nor marketing savvy. More than once I have received follow up notes without even a mention of the community's name.

Quality follow up includes diversity in method and message. Call the prospect's home phone and leave a message they will hear when they return home. Text or send pix or flix of your community. Email a personal note, photos, links, pictures, videos or an invitation to your Facebook or MySpace pages. Mail or hand deliver a larger, unique gift to the prospect's home or workplace such as flowers or a plant, balloons or treats. Even handwritten cards can achieve better results with a little extra effort: mention something personal that the prospect discussed during the tour; offer some new information about availability or features; insert a small gift, coupon or photo; send a photo postcard. Prepare 5-10 unique follow up ideas and plan the what, when and how of your next contacts as soon as the prospect leaves your office.

**Quantity follow up** is simple. Plan the work and work the plan. Schedule time to work on your prepared follow up plan daily, moving this activity to the top of your task list. Remember, your marketing dollars produced leads and visits to your community, so maximize your advertising dollars through quality and quantity of follow up to turn more of those leads into leases.. 

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](http://www.LeasingQueen.com).



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