

## Leah's Ideas: Warm Winter Welcomes Create Sizzling Sales

*By Leah Brewer, Leasing Queen*

Harsh winters and slow traffic at our apartment communities bring bad news *and* good news. The bad news is that less traffic equals less potential new applications. The good news is that if your prospect braves a cold, blustery, drizzly winter day to visit your community, they are likely to be serious renters ready to make a decision.

The bad news is the leasing staff lacks the sales momentum experienced during peak rental seasons, as most leasing consultants would prefer to snuggle into their offices rather than schlep around the community with a potential renter. The good news is that if a sharp leasing consultant employs some summertime-rental-season characteristics in the off-season, it is easier to stand out from the competition who may still be partially frozen.

Here's one way to switch the snowy season's sales slump into sales success:

Service your client by altering your tour path to accommodate them. A shivering bundled-up prospect entering your warm, cozy leasing center may prefer to just grab a brochure and head back to the car before the windows ice over. Instead, we expect them to unbundle, sit and visit, then rebundle for the chilly community tour.

Offer curb-side service. Place a sign on your Future Resident Parking sign post: "**Curbside information available. Call xxx-xxx-xxxx and we'll come to you.**" When a prospect calls from the parking lot on their cell phone, the leasing consultant asks some basic questions about the prospect and their housing needs, and heads to the parking area with their leasing kit where they meet their new friend and invite them to "follow me to the model". The model now becomes the leasing center, complete with coat rack, comfortable seating, hot refreshments, floorplans and brochures, photos of the amenities, clubhouse and community in full summer bloom, and even keys to other available apartments.

The interview, the tour and the close can all be accomplished in the warmth and comfort of the model. If the model has a garage or carport, mark it clearly and invite the prospect to park in that preferred space. Have all the proper paperwork available to reserve the apartment while in the model, and if copies need to be made back at the office, the leasing consultant can go make the trip and the copies and deliver them back to the client curb-side. Prospective residents will appreciate the extra effort, and you will truly stand out from your competition!

Warm winter welcomes can create sizzling sales.



*Leah Brewer, the Leasing Queen, has over 24 years of hands-on experience in multi-family housing and established Full House Marketing® in 1995 in southeast Michigan. She has grown from a leasing consultant to a consultant for leasing and marketing. 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)*