Policy: Using the Guest Card – Information Gathering & Qualifying Over the Telephone

Persons Affected

All property personnel

Purpose

To gather information you will need to help this person make an informed decision, and to help you collect consistent information for fair housing and marketing purposes.

Policy

- A guest card must be used during the telephone presentation for all prospective residents.
- An uncomfortable “Questioning & Answering” session should be avoided. The guest card should be reviewed in a conversational manner that helps relax your prospect and lets them open up to you about what they are looking for.
- Using the guest card during the telephone presentation will lead you to asking questions that will reveal the prospect’s “hot buttons”. Make a note of these to use later in conversation.
- Ask questions to help determine their needs.
- The “Qualifying Statement” should only be reviewed at the end of a telephone presentation, just before asking the prospect to set an appointment.
- The ultimate goal of the telephone presentation is to set a firm appointment for the prospect to come and visit the community.

* The “Income Qualifying Guidelines” may not be applicable or reviewed in this manner under specific circumstances. Please follow written direction from Corporate Management for deviation from this procedure.