LSG.POL.004
Policy: The Telephone Presentation

Persons Affected

All property personnel

Purpose

We want to provide the prospect with a clear, positive and enticing understanding of the community, its unique features, amenities and everything you can offer to them when they choose to make your community their home

Policy

- As you begin your presentation and community description, you will be able to tailor it to your caller's needs and wants that you have found out about while you were qualifying. You can also be sure to focus in on their “hot buttons”.

- The feedback you are given should be used to review the best floorplan(s) for this person’s preferences. If they cannot afford or do not qualify for a three bedroom apartment, you should know that information after detailed information gathering and qualifying. This will also aid you in only offering specials and/or pricing information about availability that would be within your prospect's needs.

- Talk like a professional. Use proper English; avoid using slang words or “industry terms”.

- “Paint a Picture” for the caller. Being the most effective tool you can use. Make sure you are unique, detailed and relevant as you describe your community and its features to “show” your prospect how this is the community they should call HOME! Use vivid and descriptive language to help build images in the caller’s mind.

- Avoid giving a “laundry list” of information to the caller, such as price, square footage, utilities and concessions.

- Focus on unique features of the apartment home, such as the finishes and design. Remember to describe and cover how we meet their needs and all of their “hot buttons”.

- Be sure to include detailed description of the community’s amenities. This builds value for the prospect and can easily be used when showing the benefits of choosing a Richman community.

- Keep things positive. Build up the items you offer and steer clear of those you don’t.
• Use Pre-Closing Statements in your presentation. There are 2 primary reasons for using pre-closing statements.
  1. It allows the caller to talk.
     If the feedback is positive, this confirms to the leasing consultant that they’re going in the right direction. If not, this gives the consultant a chance to overcome any hesitations and try again.
  2. It gives the caller the chance to say “yes” without a firm commitment.
     Each time the caller says “yes”, they will be confirming (for themselves) that this is the right place to live. With every “yes”, it will become harder for them to say “no” at the end when you ask them for their application and deposit.

• Know your availability, pricing and any specials that you may be offering. These things should not be something that you have to place someone on hold to check on.

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