Policy: Professional Stall Pieces

Persons Affected
All property office personnel

Purpose
To define the types professional stall pieces and when they should be used to manage the leasing process.

Policy
Each community should have at least two different forms of professional stalls in place. High traffic and lease-up communities should implement three or four.

Examples of professional stalls: drinks and cookies, Resident Services Flyer, Community Portfolio, and other community literature.

- Professional stalls may be used in the greeting situation to prevent showing multiple groups of prospects together.
- In the greeting: if you want one prospect to wait while another is viewing an apartment, offer the professional stall to the person you would like to wait and go ahead and take the other prospect.
- In closing: once you bring the prospect back from viewing the apartment, seat them at the closing table and offer the professional stall at this point to encourage them to stay and fill out the application.

It is important that the item is used for all prospects for fair housing purposes. Refreshments may be offered before or after the tour, depending on the situation, and print pieces should be given to the prospect after returning from the apartment tour, before leaving.