Policy: Using the Guest Card – Greeting & Information Gathering

Persons Affected
All property office 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 with every prospect that visits your community.
- Before starting a new guest card, determine if the prospect has called or visited the community previously. If so, pull the person’s previous guest card; only one guest card should be used per prospect. All contacts such as telephone calls, internet leads and on-site visits will be documented on the same card.
- The guest card for the individual prospect you’re working at the moment should be kept with you through the entire community tour and apartment demonstration in your Leasing Portfolio.
- 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.
- The guest card should never be filled out by the prospect.
- If a prospect is reluctant to give you a piece of information, enter “WNG” in this area, denoting that the prospect would not give the information.
- Using the guest card during make notes of the prospect’s “hot buttons”.
- Ask questions to help determine their needs and preferences.
- The “Qualifying Statement” and income guidelines should only be reviewed just before getting ready to take the prospect on a tour and in the following manner*:

AFTER
- Finding out the prospects needs and apartment home preferences
- You complete the guest card

When you ask for the photo ID and they’re giving them to you, introduce the income guidelines at this time, in the following manner:
“Before we get ready to go look at the (model), I do want to let you know that our community has income guidelines and what that means, is that for ___ people living in your home, the total annual household income cannot exceed $________.”

If you have already reviewed the income guidelines during your telephone presentation, you should say:

“Before we get ready to go look at the (model), I want to show you something I mentioned when we spoke - our community income guidelines. For ___ people living in your home, the total annual household income cannot exceed $________.”

➢ **WHILE** stating this, show the prospect the Community Incomes Guidelines in your Leasing Portfolio.

➢ Do not ask how much they make.

➢ You should assume all prospects meet the guidelines, unless they indicate otherwise.

Move IMMEDIATELY into your tour.

“Aright, since you’ve got your ID’s, let me place these in a safe place in my office and I’ll show around the community and go look at your new apartment!”

* May not be applicable or reviewed in this manner under specific circumstances. Please follow written direction from Corporate Management for deviation from this procedure.

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