



Get focused. Get inspired. Get going.

APARTMENTALIZE.

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The Apartment All Stars Leasing Spectacular

with Lisa, Toni, Bill, Jackie and Pete

Friday, June 23, 9:00-10:00

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Get inspired.
Get going.

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Meet the Experts



Lisa Trosien

President

ApartmentExpert.com



Toni Blake

**President and National
Speaker**

Totally Toni



Bill Nye

**Vice President of
Operations**

**Berger Rental
Communities**



Jackie Ramstedt

Principal

Ramstedt Enterprises



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Lisa Trosien

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Eighty percent of your
customers *visit your
website before* they even
contact you



Save your customer time and
make yourself look smarter
in the process

*“How much are
your two
bedrooms?”*



*“Have you
had a chance
to visit our
website?”*





Educate
your
customer

Salespeople who educate their customers have a significantly *higher chance of closing* the sale than those who do not.







Stand Up to Answer the Phone

“Our rock star leasing agents stand while on the phone so they do not feel tethered to their computers. This allows them to simply have a conversation, focus on relationship building, and demonstrate they genuinely care about the caller, rather than checking the boxes on the guest card”.

*Carrie Polonsky
Steadfast Management*



Interactivity

Ask your prospective residents to actively participate in the leasing tour



JVM's “Speed to Lead”



- Use an egg timer to make sure your leads are answered quickly

Alexa Helps Bozzuto Lease an Apartment



- Alexa
- Hue Bulbs
- Nest Thermostat
- Moxie Bluetooth Showerhead



Five follow up emails

Six follow up phone calls



1ST NIGHT BOX



toilet paper
shower curtain
towels

hand soap
tissues
medicine



aerobed
sheets
blanket
night light
chargers
diffuser



laundry soap
dryer balls/dryer sheets



cleaning supplies
cleaning wipes
garbage bags
flashlight



box cutter/scissors
sharpie and post-it notes
camera/cell phone



paper towels
paper products
snacks



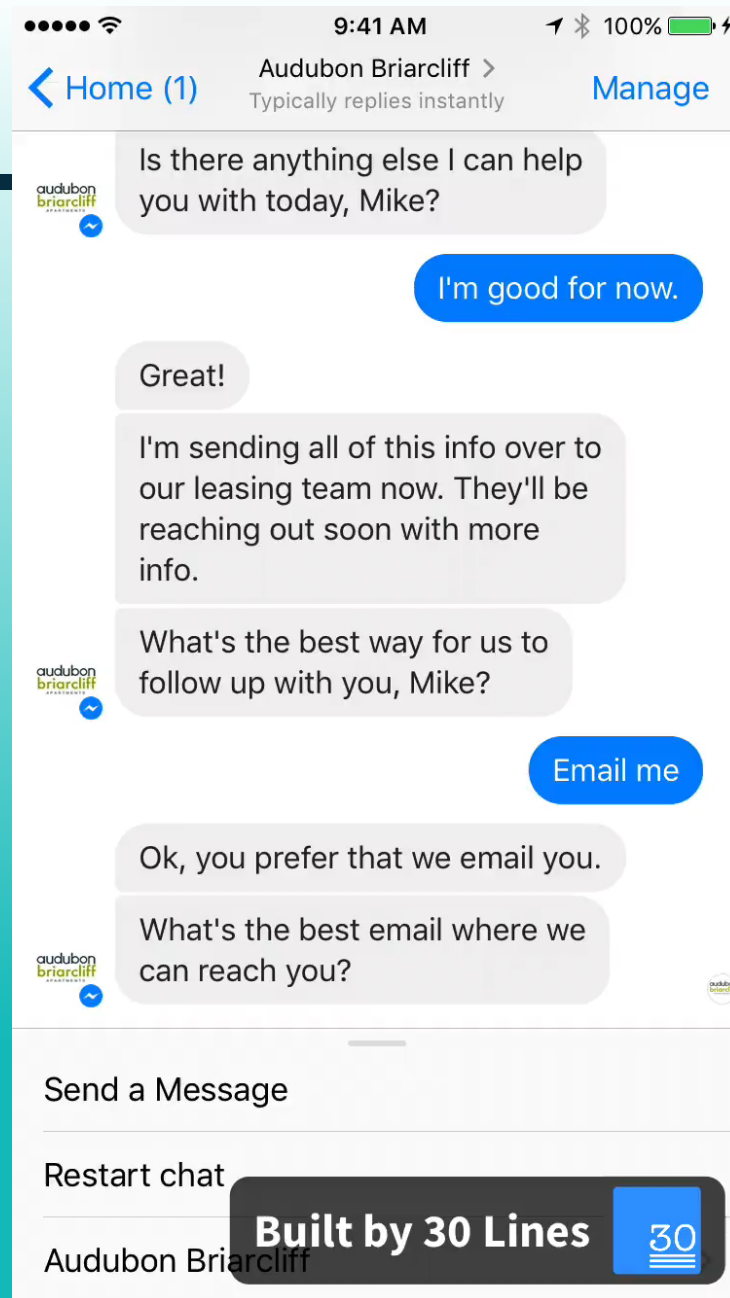
britta filter bottle
dish soap
baby wipes



cherry blossom love.com

Provide High Value Content

Chatbot





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Value Leasing

Avoid buyers remorse! We can't assume the future residents already know the value of living at your address.

#1 Reason why people cancel is finding a better deal!

**SHOW
ME THE
MONEY!**



Value Leasing – LOVE the Price!

- Help them fall in LOVE!
- If they question your price they question your value!
- Here is another reason you're going to love living here!



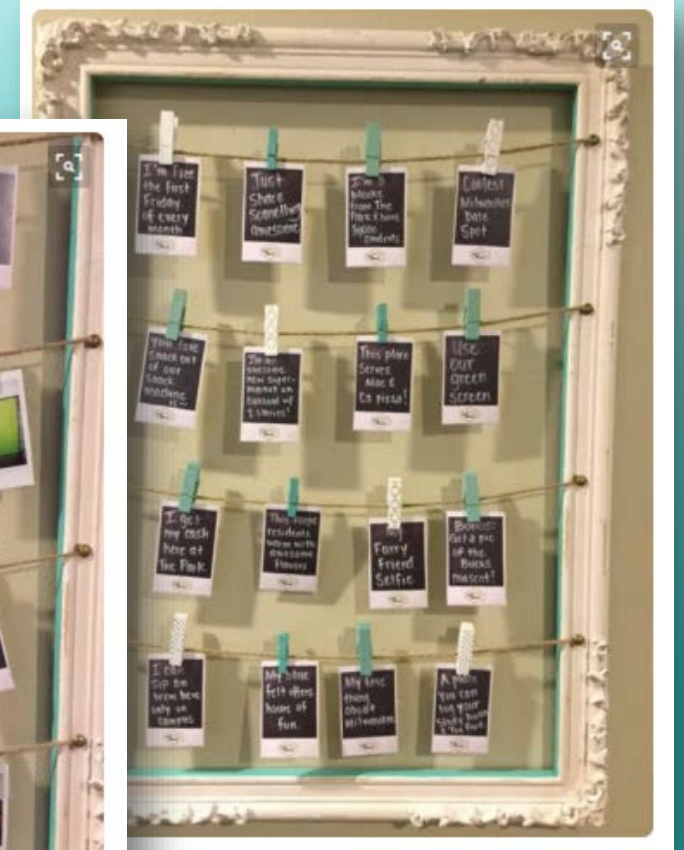
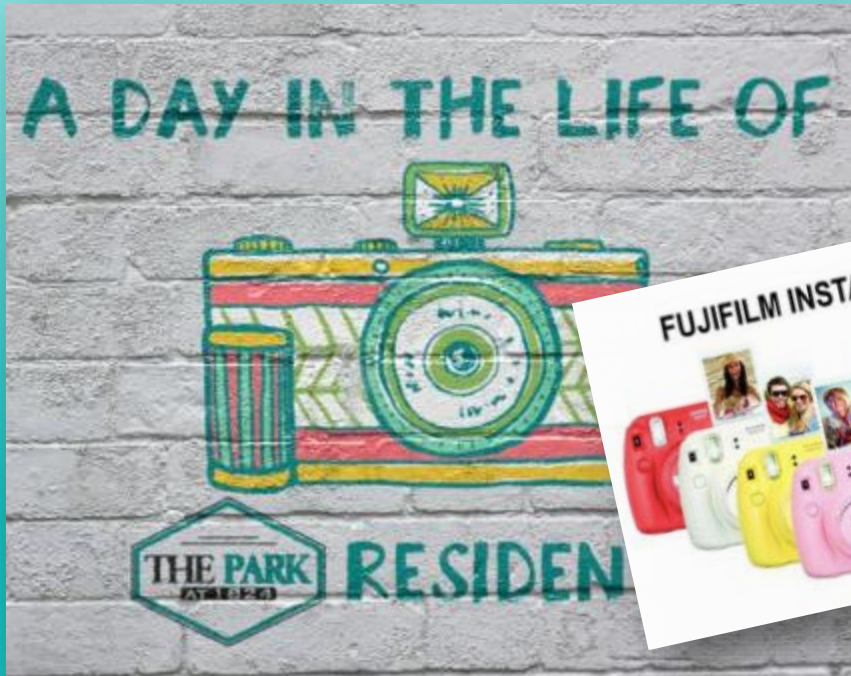
Value Leasing – Let's Get Physical

- Create a display of positive reviews your resident have posted online
- Let your resident build loyalty to your BRAND and sell your price!
- Consensus - your residents' reviews should be seen – and not just online!



Value Leasing – Engage Residents

- Create a display for “Our Favorite Things” or “Day in the Life”
- Provide residents with photo assignments
- Create a display for residents photos



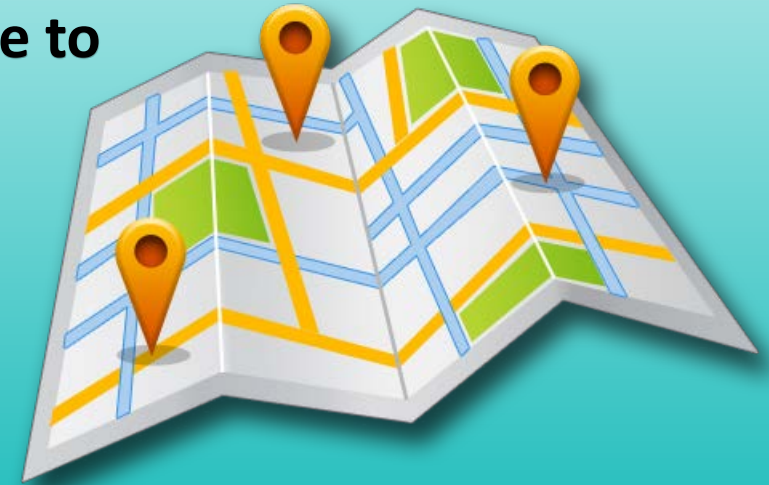
Value Leasing – L.A.M.P.

- Local Area Marketing Partners

By adding our amenities with great place to

shop, eat or play

we multiply our joint opportunities
to attract new local residents!



When WE lease – we **BOTH** gain a new local resident!

When they choose another area – **we BOTH lose!**

Value Leasing – Follow-up

The Day Pass – Live The Life of a Resident

Don't just come look – plan to stay for the day!

- A Pool Pass – bring your suit and swim
- A pass to the fitness center to work out
- A parking pass – bring your bike, paddle board, enjoy local trails/lakes for the day
- Area business coupons for a free cup of coffee, a free shirt to be dry cleaned, a free hand massage, a complimentary appetizer with lunch, a free flower, a free re-usable grocery bag, a FREE fun – round of bowling, goofy golf, bucket of balls,
- NOTE: Future residents are required to sign a recreational waiver to release the community of liability while enjoying “A Day in the Life” day pass.

Value Leasing

Value Pricing Versus Discount Pricing



MOVE-IN BY APRIL 3RD
FOR FREE RENT FOR 3 MONTHS!

Special Offer
RENT FREE
MONTH TWO

Special Offer
RENT FREE
MONTH FOUR

Special Offer
RENT FREE
MONTH SIX

MOVE IN BY APR 30th
WITH A 13+ MONTH
LEASE GET 1 MONTH
FREE RENT

LEASE NOW

*restrictions apply

(2) MONTHS FREE RENT

BRING YOUR FRIENDS
FILL A (2) BEDROOM

NO DEPOSIT
(2) MONTHS FREE
NO APP FEE

»»»» CLICK HERE FOR COUPON! ««««

*Valid for Non-Residents Only. Restrictions apply. Subject to change & for a limited time only. See office for details.

Value Leasing

... not on your rent!

Share monthly ideas with your residents in social media on how to save money every day with a **“PAY LESS – EXPERIENCE MORE”** program!



Save Money on:

Gas: GasBuddy.com

Retail: RetailmeNOT.com

Restaurant: Restaurant.com

Car Care: Valpak.com

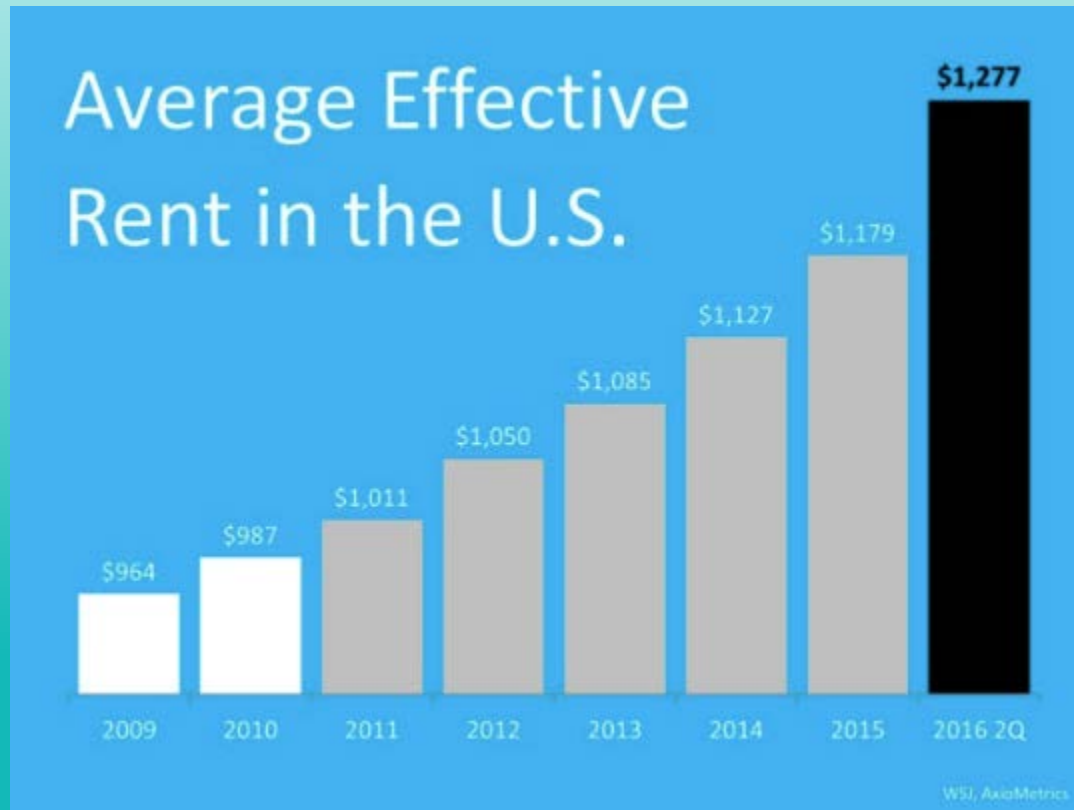
Hair/Spa: Groupon.com

Clothes: TJ Max

Household: WalMart

Value Leasing – Seize the Day!

Fake News – Rents are going up!



Industry Awareness – Rents are going down!



Value Leasing



Timing is everything!

What matters to your customer NOW?

Moving sucks! Offer a longer lease with built-in COBA.

Addendums include: Job Transfer/ Catastrophic Health Incident

Value Leasing – Introducing C.O.B.A



C.O.L.A. : Cost of Living Adjustment

The Social Security Administration tracks the annual rate of inflation reflecting the increase of the cost of goods and services.

C.O.B.A: Cost of Business Adjustment

The inflation free lease does not allow for a market rate adjustment on your rent. It only includes an annual COBA based on the average rate of inflation over the past 10 years. 3.6%.



Toni Blake

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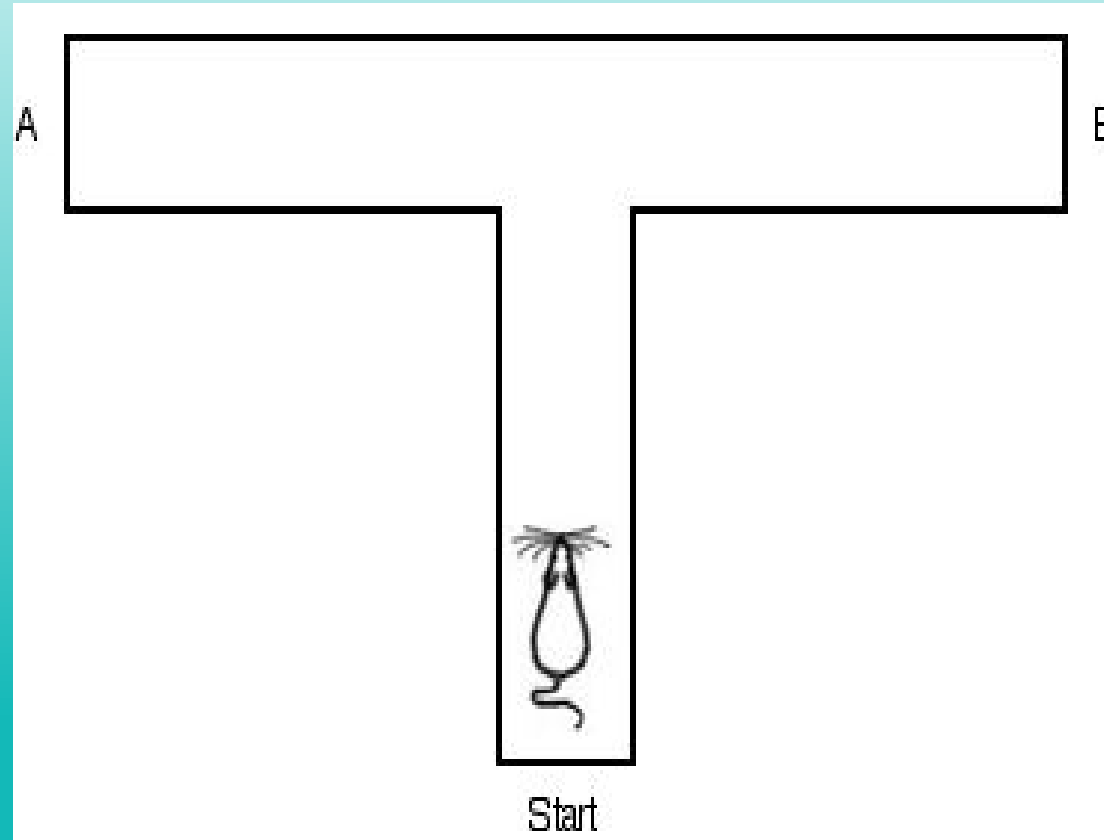
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Psychology, biology or just plain luck

- Routine requires less brain activity
- Once we memorize a routine our brains function at a much lower rate
- How many times do you show an apartment in a week, month, year?

M.I.T. Study

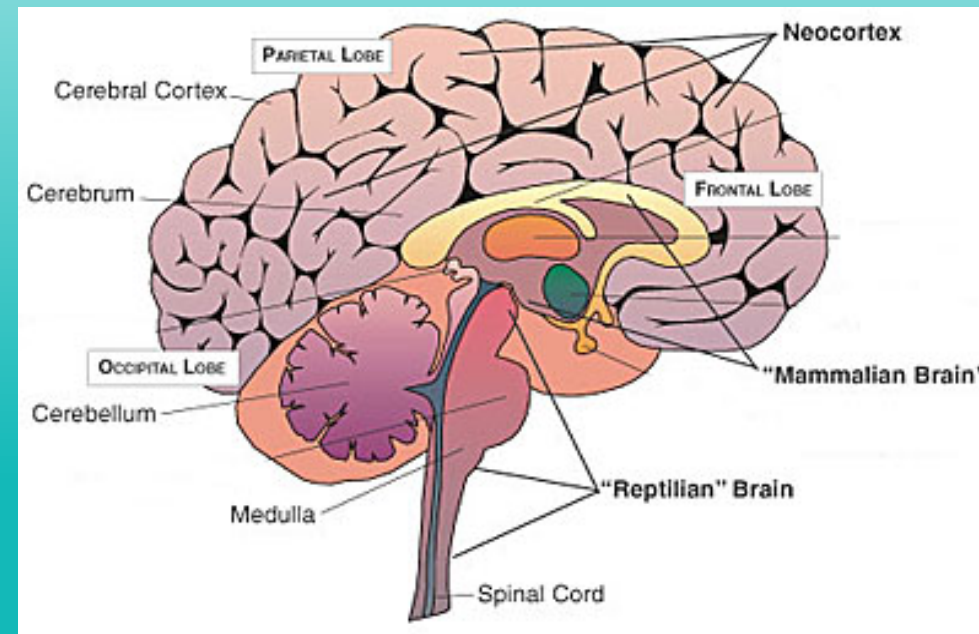


Change our Behavior

- What is 2x2?
- What is 13x27?
- A change in behavior increases brain activity
- A change in behavior needs to be rewarded

Emotional Connection

- The Neocortex is the part of the brain that produces language, senses and motor commands.



Mirror Neurons

- We can sense the emotions of others: sadness, joy, anger, frustration or anxiety.
- If our brains are on auto-pilot we will miss these emotions and miss the opportunity to connect.

Mirror Neurons



Mirror Neurons



Mirror Neurons



The Result

- February 213 tours 59 leases 27.5% closing ratio
- March 213 tours 88 leases 41.2% closing ratio
- April 206 tours 97 leases 47% closing ratio
- May 213 tours 111 leases 51.9% closing ratio



Bill Nye

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Jackie Ramstedt, CAM, CAPS, CAS

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“85% of your financial success is due to **your personality and ability to **communicate, negotiate, and lead.****

Shockingly, only 15% is due to technical knowledge.

~ Carnegie Institute of Technology

Old School with New School Effectiveness

New School: Applying on line

Old School: Personal networking

New School: Social media

Old School: Phone call

New School: Video chatting

Old School: Personal thank you



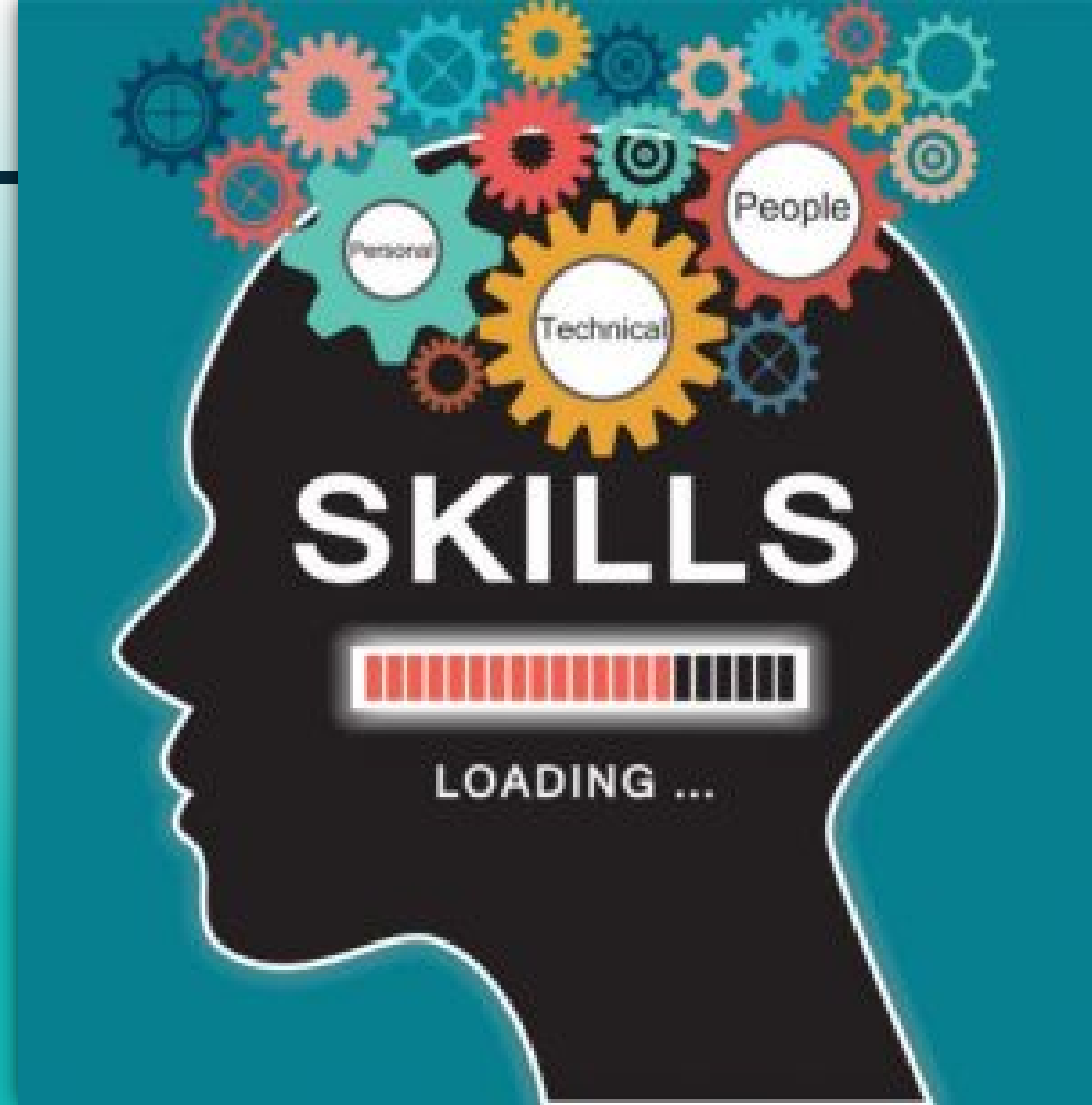
Control the Sale
Superb Sales Skills

High Octane Sales People



Need to WIN!
Killer People Skills

Active Listening
Negotiation
Time Management
Business Math
Quick Thinking
Self Motivation
Problem Solving
Service Oriented
Flexible



What We Really Want!



For Themselves:
Loyalty Programs

For Their Home:
Customer Experiences

For Their Lifestyle:
Confidence of Location

Value, Space, and Authenticity



of millennials
rank
authenticity
over **content...**
they have
to **trust**
a company
first!

Meaningful Engagement

1. Enhanced Guest Cards
2. Consumer Interest
3. Relationship Selling



Shops should be positive!

- Pinnacle's 100% leasing club
- Reward good performance
- Make it personal
- Have them teach and share!



We would like to recognize the following team member for their excellent performance!

CONGRATULATIONS!
Brooke Clark

100%

TELEPHONE SHOP

PINNACLE
Exceeding Your Expectations 

Mail personalized
postcards!



Worldwide delivery
for **\$1.99**

Postly - send photo postcards!



- * Turns your photos into REAL postcards!
- * Share them right from your phone!



"If you make customers unhappy in the physical world, they might each tell six friends.

If you make customers unhappy on the internet, they can each tell 6,000 friends."

-JEFF BEZOS, AMAZON

Put Your Residents to Work!

“Customers buy for their reasons, not yours.” Zig Ziglar

Teach your people how to
listen and look for visual cues
to a customer’s personality type
and tailor their responses
accordingly.

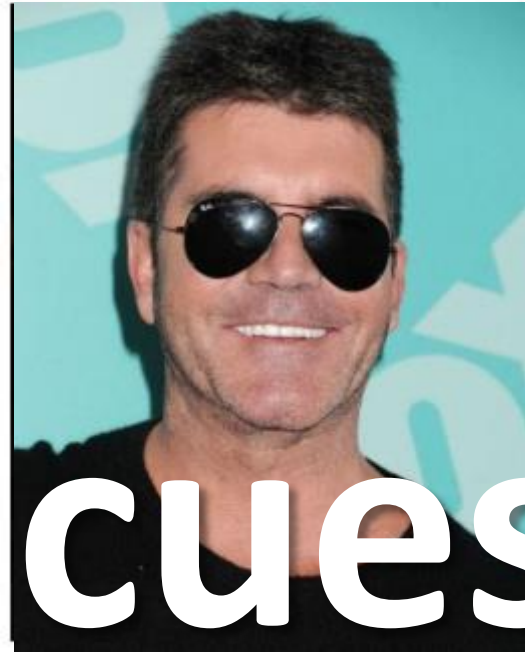


Jeffrey Hayzlett is a leading business expert

**Harvard
Business
Review**

The Driver

visual cues



They want to seduce you or overpower you
They say NO 95 % of the time
They exude the power to choose

The Amiable

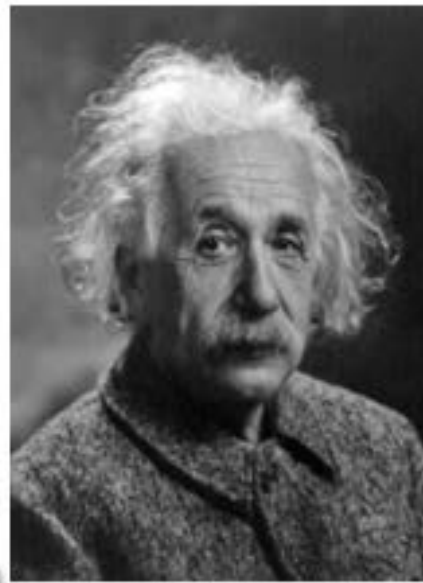


visual cues

They have intellectual humility, are humble
Traditional values of personal relationships
Focus attention around one choice that fits

The Analytical

visual cues



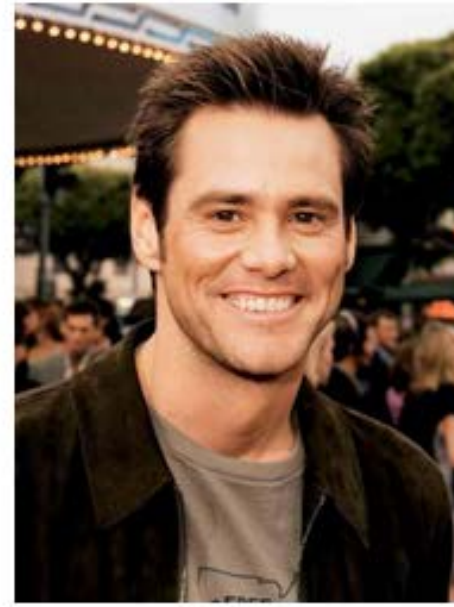
It's all about the bottom line

Use key benefits that fit their specific needs

Be structured and logical in explanations

The Expressive

visual cues



Sometimes have difficulty in focusing
Don't try to sell anything; it's all about them
They use their arms and hands to explain

"12 Habits of Great Apartment Leasing Consultants"

12 Habits of GREAT Apartment Leasing Consultants

By: Nicholas L. Scott Sr.

1. Positive Attitudes
2. Maintain a Professional Image & Hygiene
3. Arriving To Work Early
4. Answering The Phone
5. Knowing Your Availability
6. Knowing The Community & Property
7. Knowing your "Comps"
8. Understanding Your Team
9. Keeping A Journal
10. Be A Great Listener
11. Be Proactive! Get It Done!
12. Follow Up

www.GreatLeasingHabits.com

Chapter 9: Keeping A Journal

1. Always take notes

2. Ditch the sticky notes

3. Create action plans



Author Nicholas L. Scott Sr.

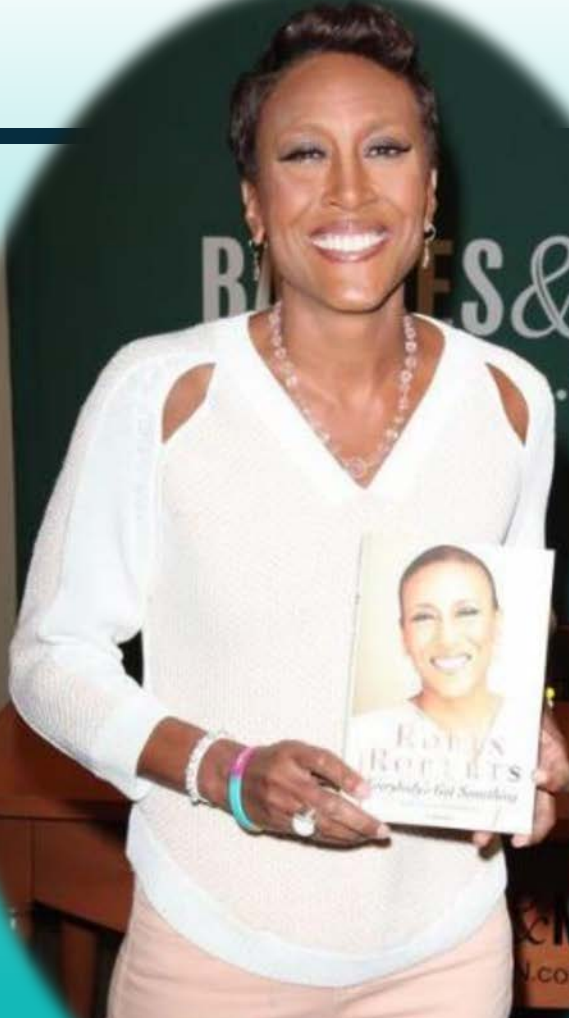


Matching your customer's expectations

Strategies for Better Relationships

- Make time to really talk
- Send “Value” updates
- Testimonials from new people
- Endorsements from local businesses
- Corporate “state of the company” updates
- SMILE and just be more pleasant!





Robin Roberts

"Regardless of how much money you have, your race, where you live, what religion you follow, you are going through something, or you already have or you will.

As momma always said,

"Everybody's got something."



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Contact Info



Lisa Trosien

ApartmentExpert.com

Lisa@ApartmentExpert.com



Toni Blake

Totally Toni

Toni@TotallyToni.com



Bill Nye

Bill Nye Training

BillNye@mindspring.com



Jackie Ramstedt

Ramstedt Enterprises

Jackie@JackieRamstedt.com