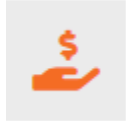


Apartment Leasing University Course Outline

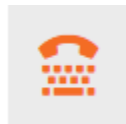


Session 1: Profitable Preparation, Value Leasing, Setting Rents, Concessions (When and When Not To)

Tuesday, January 5, 2021 at 1-2:30pm EST

This kickoff webinar introduces the concept of professional apartment leasing and shows the difference between a tour guide and a leasing professional. This session covers the following topics and exercises:

- Being successful in sales, selling for a living.
- How to the sell value of the community, not the price.
- Don't sell features, sell benefits (roleplay).
- Shopping and knowing your competition.
- A brief introduction to rent setting – unique selling points.
- Words and phrases leasing professionals use.
- Mastery of Closing Techniques #1 – The Alternative Close (roleplay).



Session 2: Telephone and Internet Lead Techniques

Thursday, January 7, 2021 at 1-2:30pm EST

Your first contact with your prospect is going to be via the internet or on the telephone. The leasing professional's objective on the initial contact is to qualify the prospect, increase their interest, and schedule an appointment. This session covers the following topics and exercises:

- Responding to internet leads.
- Telephone dialogue script (roleplay).
- The perfect virtual tour.
- Handling price on the telephone.
- Mastery of Closing Techniques #2 – The Assumptive Close (roleplay).



Session 3: The Resident Experience: Fact finding – Meeting and Greeting the Prospect

Tuesday, January 12, 2021 at 1-2:30pm EST

You never get a second chance to make a first impression. The leasing concierge will learn the steps in meeting, greeting, and qualifying the prospect which leads to the perfect tour. This session covers the following topics and exercises:

- 7 steps to follow when you first meet the prospect.
- Finding the prospect's needs and price range.
- Selling from a value perspective.
- Dealing with concessions (up front).
- Mastery of Closing Techniques #3 – The Ben Franklin Close (roleplay).



Session 4: The Perfect Tour – Showing the Apartment, Creating an Experience, the Model Apartment

Thursday, January 14, 2021 at 1-2:30pm EST

Customizing the community and apartment tour to your prospect will increase your closing ratio and achievable rent. We're going to show you how to move beyond being a tour guide. This session covers the following topics and exercises:

- How to structure your tour to maximize value.
- How to select the best two apartments to show your prospect (roleplay).
- Renting involves all 5 senses.
- Staging the apartment.
- How to conduct the perfect tour.
- Solid techniques to get the prospect in the habit of saying yes.
- Mastery of Closing Techniques #4 – The Trial Cost, use this during the tour (roleplay).

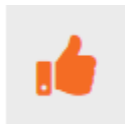


Session 5: Capturing Commitment

Tuesday, January 19, 2021 at 1-2:30pm EST

Extraordinary salespeople know why, how, and when to close the sale. This session will focus on creating a winning attitude towards closing and build on the closing techniques taught to date. High pressure sales techniques never work, consultative selling does. It starts with training your leasing professionals to have a closing attitude. This session covers the following topics and exercises:

- Creating a winning attitude that will serve you the rest of your life.
- Why salespeople don't close.
- How to tell when the prospect is ready to close.
- How to ask for a deposit (roleplay).
- Mastery of Closing Techniques #5 – The Double Okay Close (roleplay).



Session 6: Overcoming Objections & Removing Resistance

Thursday, January 21, 2021 at 1-2:30pm EST

Once you ask the closing question, people will object. Overcoming or minimizing their objection is a key skill in renting apartments. Many times, the prospect has valid concerns and questions. We're going to go through the typical objections and how you will respond to them. This session covers the following topics and exercises:

- The 5 key objections you're going to have to overcome (roleplay).
- You need people to object before you can close.
- Handling serious concerns raised at a critical time.
- Handling the smoke screen.
- Mastery of Closing Techniques #6 – The Hold Close or Deposit Close (roleplay).

A small orange square icon with the white text 'Ad' inside, indicating an advertisement.

Session 7: Marketing

Tuesday, January 26, 2021 at 1-2:30pm EST

Rental agents play a vital role in marketing and your contribution and feedback is important to any successful marketing campaign. We're going to teach you how developers and marketing professionals think. You're on the front lines, your feedback feeds into marketing. Your success as a leasing professional is determined by a successful marketing campaign. This session covers the following topics and exercises:

- High level review of a marketing plan and where you fit in.
- Internet strategy.
- Signage strategy.
- The resident referral program.
- How to align yourself as a leasing professional with the developer's goals so you both win.
- Are you going to set rents and move on?
- Are you just going to get the building full as quickly as possible? Or do you just want to drive your rents and can take some time to do so?
- Understanding your target renter.
- Promoting and maintaining your brand.
- Monitoring your online presence.
- Mastery of Closing Techniques #7 – The "I Want to Think it Over" Close (roleplay).