



The
Leasing
Blueprint

THE HANDBOOK

THE MODERN
2020 EDITION

BY SPROUT MARKETING

WatchYourBusinessSprout.com
hello@watchyourbusinesssprout.com

DEAR LEASING PROFESSIONAL,

You are at the forefront of making your community successful. We are here to help make your job a little easier. Sprout Marketing has put together THE SPROUT LEASING BLUEPRINT with YOU in mind. Included in your handbook you will find the following:

SECTION 1: START EACH DAY RIGHT!

- Morning Mojo
- Words from the Wise First
- Big Three
- Morning Checklist

SECTION 2: SET THE TONE

- Dress Code
- Working Virtually
- Email Your Way Up

SECTION 3: YOUR COMMUNITY

- Community Information
- Your Comps
- Your Advantage
- Welcome Home: Area Information
- The Awesome Extras
- What Will Fit in My Apartment?

SECTION 4: LEASING INFORMATION

- Guest Card Know-How
- Telephone Techniques
- The Right Questions
- Telephone Etiquette Guide
- Telephone Worksheet
- Cue Cards
- Overcoming Objections
- Most Common Objections Worksheet
- Role Play: Closing Techniques
- Follow-Up Fun
- Virtual Tours
- Self-Guided Tours

SECTION 5: DIGITAL MEDIA

- Leasing Online & Email Etiquette
- Social Media Checklist
- Camera Tips

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SECTION 1

Start
each
day
right

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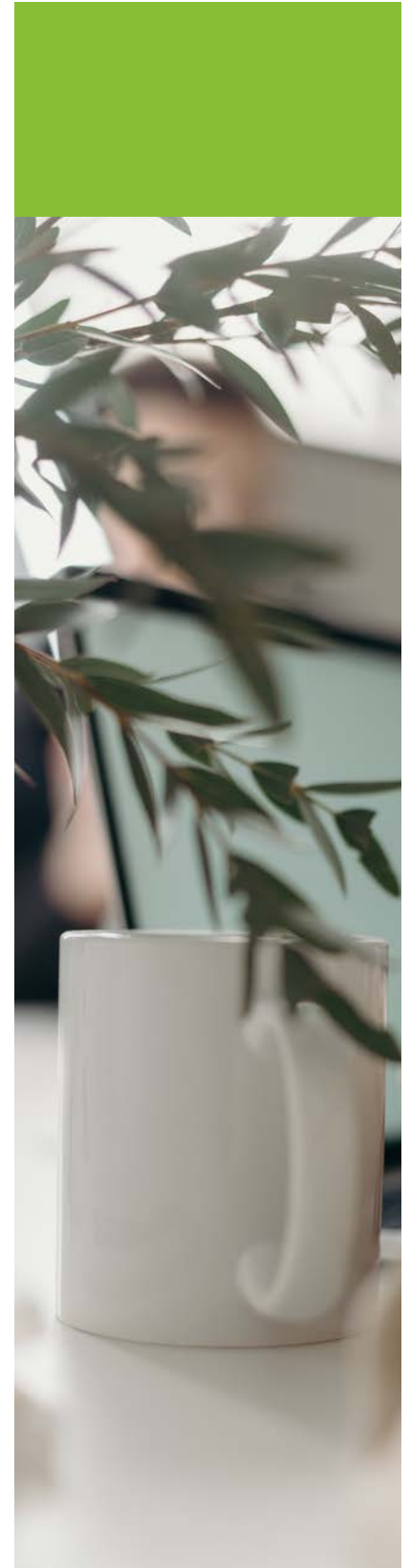
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MORNING MOJO

You are the rock star of your community. If there is a problem, you solve it. If there is a vacant unit, you lease it. If the phone rings for 3 hours straight, you've got it. Here's the deal: even rock stars can get overwhelmed, stressed and frustrated. We have a fool-proof plan to send stress packing and get you back in rock-star shape!

- Begin each week with an exercise called "Brain Drain!" Write down every single thing that you want to accomplish for the week. Once it's in writing, it's not bogging down your brain!
- Start your day off right with a deep breath, positive thoughts, and a plan of action!
- Make your to-do list and list of goals for the day.
- Prioritize your list in order of importance.
- Expect the unexpected! No plan comes without hiccups, so be flexible, smile, and go with the flow.
- Give yourself a HIGH FIVE! Sometimes it's easy to move on to the next thing without first celebrating our small wins!



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WORDS FROM THE WISE

WE ARE WHAT WE THINK ABOUT ALL DAY.

Emerson

A CREATIVE MAN IS MOTIVATED BY THE DESIRE TO ACHIEVE, NOT BY THE DESIRE TO BEAT OTHERS.

Ayn Rand

DO YOU WANT TO KNOW WHO YOU ARE? DON'T ASK. ACT! ACTION WILL DELINEATE AND DEFINE YOU.

Thomas Jefferson

EITHER YOU RUN THE DAY,
OR THE DAY RUNS YOU.

Jim Rohn

EXPECT PROBLEMS AND EAT THEM FOR BREAKFAST.

Alfred A. Montapert

IF YOU BELIEVE YOU CAN, YOU PROBABLY CAN.
IF YOU BELIEVE YOU WON'T, YOU MOST
ASSUREDLY WON'T. BELIEF IS THE
IGNITION SWITCH THAT GETS
YOU STARTED.

Denis Waitley

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SET YOUR BIG 3

Most of us have never-ending to-do lists that somehow seem to get longer, not shorter, by the end of the week. HOW DOES THAT HAPPEN?

It's easy to feel like you were crazy busy all week long, but then not feel like you actually accomplished anything.

**BUT HERE IS THE REALITY. GREAT WEEKS
DON'T JUST HAPPEN, THEY ARE CRAFTED.**

Start by establishing a weekly big three. These are the three large tasks that need to happen that week to help you reach your bigger goals. If you accomplish these three things, then it was a good, productive week.

Next, take those big weekly three and break it down into a daily big three tasks that help you meet the weekly big three. This way each daily action builds up to accomplishing your goals for that week.

For example, if one of your weekly big three is to get 5 leases – your daily big three would be to deliver outreach materials to 10 businesses, follow up with 5 people who toured the community and so on.

**WIN THE DAY.
WIN THE WEEK.
WIN THE MONTH.
WIN THE YEAR.**

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YOUR BIG THREE

MONTHLY BIG 3

WEEKLY BIG 3

DAILY BIG 3

TO DOS

- _____
- _____
- _____
- _____
- _____
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- _____
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- _____
- _____
- _____
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- _____

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MORNING CHECKLIST

USE EACH MORNING BEFORE THE FIRST TOUR

Make sure to bring a notepad, service requests and pen, sparkle bucket with a dust rag, air freshener, glass cleaner, paper towels, broom, dust pan, trash bags and toilet paper.

LEASING OFFICE:

- Outside office area is swept and free of trash
- Lights are all turned on
- Inviting music is playing
- Refreshments are ready
- Windows and blinds are clean and open
- Office smells good and is clean
- Trash is empty
- Desk is stocked with tools and paperwork
- Brochures, applications and pens
- Voicemail is checked
- Email/fax is checked
- Rent Drop Box is checked
- Name tag is on
- Golf cart is charged and clean
- Outdoor entry is litter free
- Signage/flags/balloons are placed outside

AMENITIES:

- Fitness center
- Pool/jacuzzi
- Clubroom
- Mail center
- Clothing care centers
- Business center
- All common areas
- Restrooms
- Other _____
- Maintenance attention needed: Y / N
- Work order submitted: Y / N

Notes: _____

TOUR ROUTE:

- Free of litter, trash and cigarette butts
- Landscape is free of litter
- No pet droppings
- Maintenance attention needed: Y / N
- Work order submitted: Y / N

MODEL HOME:

- Outside entry is free of trash, bugs, dust, etc.
- Paint on the front door is fresh and clean
- The lock is easy to open with your key
- Welcome mat is in good condition & in place
- Interior smells fresh and feels inviting
- Comfortable temperature setting
- Brochures, applications, and pens are available
- All blinds are undamaged and open
- Model is free of dead bugs, trash and debris
- All lights and ceiling fans are on and work properly
- All sinks and countertops are wiped clean
- All appliances are clean and in working order
- Refrigerator is stocked with refreshments
- Toilet seats are down
- Bath lights are on and work properly
- Bath mirrors are smudge-free
- Closets are clean with lights on
- Furniture is in good order
- Entry to patio or balcony is easy to access
- Outdoor storage area is unlocked and clean
- Outdoor lighting is in working order

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SECTION 2

Set the tone

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DRESS CODE

Dress to impress from head to toe to convey the right message to your prospects and residents. Your outfit can set the tone for your day to help you accomplish your goals.

YOU HAVE LESS THAN 7 SECONDS TO MAKE A FIRST IMPRESSION.

DRESSING CHECKLIST

- Business attire
- Appropriate shoes
- Hair is neatly groomed
- Facial hair is neat
- Clothes are free of wrinkles
- No food or drink stains
- Scents aren't overpowering
- Breath is fresh
- Hands clean by washing or sanitizing
- Check your employee handbook for guidelines on piercings and tattoos.

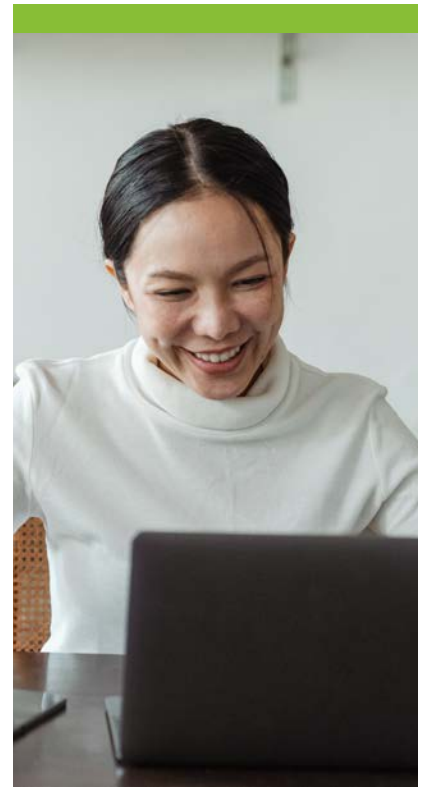
AVOID THE TERRIBLE TOO'S

Too Low

Too Short

Too Tight

Too Casual



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WORK FROM HOME

**BE DILIGENT, GIVE YOURSELF GRACE,
AND DON'T FORGET TO HAVE SOME FUN!**

HAVE A START-UP ROUTINE

This can look like: Wake up, eat breakfast (while listening to a podcast or music), brush your teeth, take a minute to “beautify,” maybe journal or workout. Make it something that will get your brain and body to say, “Okay, we are starting the day.”

WORK AND CHILL CLOTHES

Don't worry...they can both consist of stretchy pants. This is a physical act that tells yourself that it's work time and helps kick your brain into that work mode. Sometimes getting full-on ready will help give you that boost you need to start working.

MUSIC IS A MUST

Music can help boost your mood and can help you stay focused. Try to stick with music that you're familiar with or even music that's more instrumental so you don't get distracted.

SCHEDULE TIME FOR BREAKS

Just because you're at home doesn't mean you have to work around the clock! Take a walk, listen to a podcast, have a snack, etc.

MAKE YOUR SPACE SPECIAL

Create a home office space or swap up the decor to fit the space you're working in! Sometimes just a candle or plant can change everything.

SET SOME RULES

Set some rules with yourself and your family. You can have a “closed-door policy” or “headphone policy” where if your door is closed or headphones on that means you are working.

SET A TIME FOR LUNCH

This is your time so make the most of it! Take a walk, watch some TV, whatever it is that helps you refuel and recharge. DON'T sit in front of your computer and eat your lunch.

USE ALL THE EMOJIS

Use emojis when communicating with your team over chat or email. It's a great way to get your tone across.

VIDEO AND MORE VIDEO

Video is a good morale boost just to remind all of us that we are still human. Use it for operations along with water-cooler-style conversation. Zoom and Loom are both great platforms that you can use.

DON'T BE MEAN

Don't be mean to yourself! Give yourself some grace. Don't beat yourself up if you don't follow your schedule to a T, or the house is a disaster, or you don't get everything done that you wanted to that day. There will always be another day.

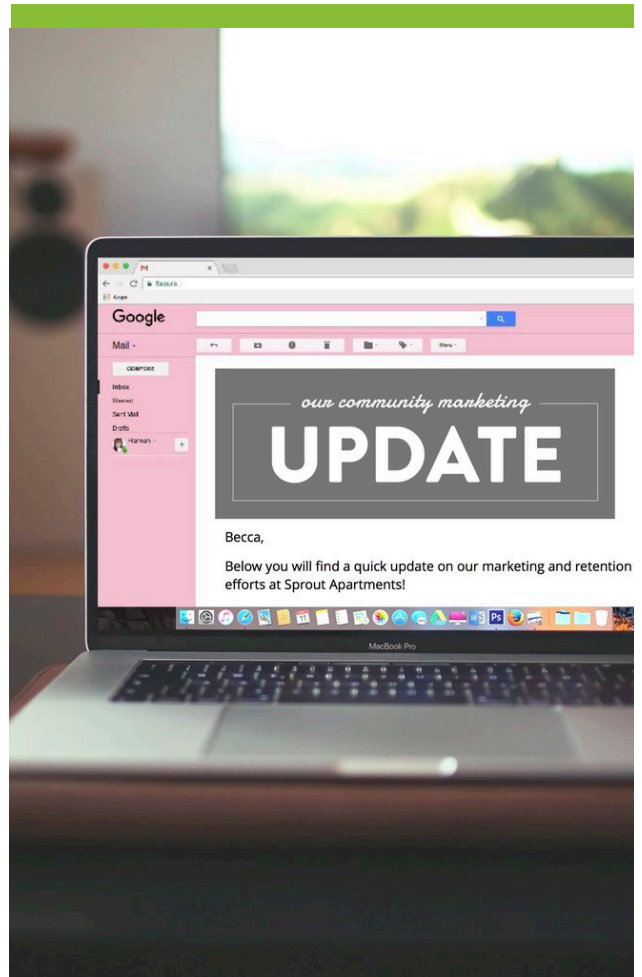
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EMAIL YOUR WAY UP

We know it's not enough to do your marketing, you also have to share your weekly/monthly efforts with your owner and supervisor. You may also want an easy way to keep your entire team in the loop of what's happening and what's coming up.

If you don't already have a corporate structure for sharing your marketing efforts, we're sharing a simple formula that you can copy and paste into your email.



REMEMBER, HOW YOU EXPLAIN YOUR SUCCESS IS JUST AS IMPORTANT AS THE SUCCESS ITSELF.

EMAIL TIPS

- Be proactive and send an update email before you need to be asked for it
- Keep subject lines short and sweet
- Put the most important information at the top
- No more than 2-3 sentences per paragraph
- Make sure your email is scannable and use bullets when you can
- Bold important information

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EMAIL TEMPLATE

Subject: [Community Name] Marketing Recap [Insert Week]

[Name],

Hope you are having a wonderful day! Below you will find an update for our Marketing and Retention efforts at [Community Name] for [Time Period Covered].

Summary: This week our goal was to [insert goal]. Through [insert efforts], we were able to [insert result]. Next week, we plan to [insert preview of next week plan] to [insert new goal].

Occupancy:

- Current:
- Pre-Leased:

Budget Update:

Outreach Marketing:

- Efforts Made:
- Takeaways:
- Future Initiatives:

Resident Retention:

- Efforts Made:
- Takeaways:
- Future Initiatives:

Digital Marketing:

- Efforts Made:
- Takeaways:
- Future Initiatives:

Next Week's Goals:

- Insert Here

Please reach out if you have any questions or suggestions. Have a great day!

Best,
[Your Name]

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SECTION 3

Time to study up

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YOUR COMMUNITY

COMMUNITY INFORMATION:

Community Name: _____ Main Phone: _____

Fax: _____ Emergency Phone: _____

Email: _____

TEAM INFORMATION:

Manager: _____ Assistant: _____

Leasing: _____ Leasing: _____

Leasing: _____ Leasing: _____

Maint. Supervisor: _____ Maint. Team: _____

BUILD INFORMATION:

Year Built: _____ Number of Units: _____

Number of Buildings: _____ How Many Floor Plans: _____

Floor Plan Names (and quantity of each):

1: _____ (#: _____) 7: _____ (#: _____)

2: _____ (#: _____) 8: _____ (#: _____)

3: _____ (#: _____) 9: _____ (#: _____)

4: _____ (#: _____) 10: _____ (#: _____)

5: _____ (#: _____) 11: _____ (#: _____)

6: _____ (#: _____) 12: _____ (#: _____)

AMENITIES:

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YOUR COMMUNITY

PRODUCT INFORMATION:

Roofing: _____ Insulation: _____

Heating & Air Conditioning System: _____

Type of Flooring: _____ Gallon Size of Hot Water Tank : _____

Windows: _____ Ceiling Height: _____

Appliances: _____

Other Notable Features: _____

UTILITIES:

Electric: _____

Average Cost/Unit: 1x1 _____ 2x2 _____ 3x2 _____

Gas: _____

Average Cost/Unit: 1x1 _____ 2x2 _____ 3x2 _____

Cable: _____

Average Cost: _____

Internet Provider: _____

Average Cost: _____

OTHER NOTES:

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| YOUR COMMUNITY

WEBSITE INFORMATION:

Website URL: _____ URL Renewal Date: _____

Website Host: _____ Host Contract Renewal Date: _____

Resident Portal Information: _____

Other Information: _____

EMAIL SYSTEM:

SOCIAL MEDIA:

Facebook URL: _____

Facebook Profile with Admin Access: _____

Twitter Username: _____ Twitter Password: _____

Instagram Username: _____ Instagram Password: _____

Other: _____

ONLINE LISTING:

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YOUR COMPS

COMPETITOR #1:

Community Name: _____ Main Phone: _____

Address and Proximity: _____

Website: _____ Email: _____

General Description and Features: _____

Strengths: _____

How does your community differ? What makes your community better?

COMPETITOR #2:

Community Name: _____ Main Phone: _____

Address and Proximity: _____

Website: _____ Email: _____

General Description and Features: _____

Strengths: _____

How does your community differ? What makes your community better?

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YOUR COMPS

COMPETITOR #3:

Community Name: _____ Main Phone: _____

Address and Proximity: _____

Website: _____ Email: _____

General Description and Features: _____

Strengths: _____

How does your community differ? What makes your community better?

COMPETITOR #4:

Community Name: _____ Main Phone: _____

Address and Proximity: _____

Website: _____ Email: _____

General Description and Features: _____

Strengths: _____

How does your community differ? What makes your community better?

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YOUR ADVANTAGE

Whether your community is brand new or a little “retro,” make sure that you’re using it to your advantage! Make a list of all the fantastic features of your community and brainstorm the benefits of each.

Knowing all the benefits of your community, and highlighting them on phone calls or during tours, will help you reinforce the reasons that your prospective resident will love to call your community home!

APARTMENT FEATURES:

EX: Generous Kitchen Cabinets and Counter Space

BENEFIT TO RESIDENT:

EX: Tons of Storage; Fit All Types of Dishes and Ideal for Entertaining/Cooking

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| YOUR ADVANTAGE

COMMUNITY SERVICES:

EX: Package Accepting

BENEFIT TO RESIDENT:

EX: Worry-Free Traveling and
Easy Pickup

COMMUNITY AMENITIES:

EX: Resort-Style Pool with Sundeck
and Multiple Lounge Areas

BENEFIT TO RESIDENT:

EX: No Extra Cost for Pool Access, Place to
Relax and Unwind, Retreat from the City

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YOUR AREA

A home is more than your apartment – it's the neighborhood, schools, shops and so much more. Get to know the area by filling out the information below.

SCHOOLS:

Elementary School: _____ Address: _____

Phone Number: _____ Principal's Name: _____

Distance/Direction from Home: _____

Middle School: _____ Address: _____

Phone Number: _____ Principal's Name: _____

Distance/Direction from Home: _____

High School: _____ Address: _____

Phone Number: _____ Principal's Name: _____

Distance/Direction from Home: _____

IMPORTANT PHONE NUMBERS:

Electric Service: _____ Phone: _____

Address or Website: _____

Water Service: _____ Phone: _____

Address or Website: _____

Cable Provider: _____ Phone: _____

Address or Website: _____

Telephone Provider: _____ Phone: _____

Address or Website: _____

Emergency Maintenance: _____

Contact: _____ Phone: _____

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YOUR AREA

Grocery Store: _____

Grocery Store: _____

Grocery Store: _____

Bank: _____

Bank: _____

Gas Station: _____

Address: _____

Distance/Direction: _____

Dry Cleaning: _____

Address: _____

Distance/Direction: _____

Favorite Restaurants in the Neighborhood:

1. _____ To-Go #: _____

2. _____ To-Go #: _____

3. _____ To-Go #: _____

4. _____ To-Go #: _____

Local Police: _____

Website for Crime Statistics: _____

Fire Station: _____

Hospital: _____ Urgent Care: _____

Airport: _____

Nearby Park(s): _____

Walk Score: _____ Bike Score: _____

Transit Score: _____

Post Office/Mailing Center:

Address: _____

Distance/Direction: _____

Shopping Center: _____

Address: _____

Distance/Direction: _____

Public Transportation: _____

Address: _____

Distance/Direction: _____

DMV or DPS: _____

Address: _____

Distance/Direction: _____

Other Great Stuff in the Neighborhood:

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DO YOU HAVE SOME AWESOME EXTRAS?



Our refrigerator easily fits _____ cans of soda in the door!

Our refrigerator has _____ inches of useable space!

Our freezer has _____ inches of useable space!

Our ice-maker makes an average of _____ pounds of ice a day! Perfect for company!

Did you know you have _____ inches of hanging space in your closet?

You can fit _____ hangers for all of your favorite things!

We have a _____ gallon water heater! You'll never be stuck with a cold shower.

Our bathtub holds _____ gallons of water so you can unwind at the end of the day!

Our thermostat has a programmable setting. Great news for your electric bill!

You can burn an average of _____ calories going up the stairs! These are our "Heart-Smart Units!"

Our community is the perfect place to go for a walk. If you make a lap around the entire community, you will have walked _____ mile(s).

One of the things I love most about our community is _____

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WHAT WILL FIT?

Help future residents imagine what their new home could look like by knowing which furnishings can fit in each of your floor plans:

“Our A1 floor plan has a spacious living room perfect for a 3 seat sofa and armchair.”

“All our two-bedroom floor plans can fit a king-sized bed in the master bedroom.”



BEDROOM:

Twin: 39" x 75" (or 99 x 190 cm)

X-Long Twin: 39" x 80" (99 x 203 cm)

Full: 54" x 75" (137 x 190 cm)

Queen: 60" x 80" (or 153 x 203 cm)

King: 76" x 80" (or 198 x 203 cm)

California King: 72" x 84" (or 182 x 213 cm)

DRESSERS:

Chest of Drawers: 30" W x 18" D

Nightstand: 18" W x 18" D

LIVING ROOM:

3-Seat Sofa: 35" D x 84" W

Love Seat: 35" D x 60" W

Sectional: Various D x 120" W

Armchair: 35" D x 35" W

Coffee Table: 48" L x 30" W

Square end table: 24" L x 24" W

End Table: 28" L x 24" W

DINING ROOM:

Dining Table with 1 Leaf: 72" L x 36" W

Side Chair: 18" D x 18" W

Arm Chair: 18" D x 22" W

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SECTION 4

Lease it
like it's
hot

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GUEST CARD

HOW IMPORTANT IS THE GUEST CARD REALLY? THE GUEST CARD IS YOUR **GOLDEN TICKET!**

1. The reality is there is no way you can remember everything that each and every prospect tells you. Each community has their own unique guest card that should be filled out completely for each new traffic whether they call, email or walk in.
2. Ditch the script. Familiarize yourself with the guest card so you know it inside and out and use it in a conversational manner. This should NOT seem like an interrogation but rather a consultation to find the future resident's ideal apartment home.
3. The guest card can be one of your best sales tools! Use the card to assist your memory by capturing all of the prospects' needs, wants and concerns. The information that you've gained can be used in future discussions, as well as during follow-up to keep it personalized.
4. Is the guest card overrated? No! The guest card has your back! If there is ever a discrepancy or a Fair Housing issue, the guest card can be your best defense to show that every prospect has been treated the same way.
5. If you are filling out a physical copy of the guest card instead of a digital version, ensure that you are only using blue or black ink.
6. Always record the time and date that the prospect called, emailed or came in to tour.

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TELEPHONE TECHNIQUES

EVERY TIME THE
PHONE RINGS, YOU
ARE PRESENTED WITH
AN OPPORTUNITY.



YOU'RE TAKING THE FIRST STEP TOWARDS MAKING A SALE.

Here are a few ways you can prepare for an awesome conversation:

1. Before you pick up the phone:

- Get organized! A clean desk equals a clear mind.
- Concentrate your attention on this call – no multitasking!
- Put a SMILE on your face. The person on the other end will hear it!

2. Answer the phone promptly.

3. Use a warm and inviting greeting that you are comfortable with:

- “Thank you for calling (community). This is (your name). I CAN help you!”

4. Be prepared. The caller will inevitably ask you a variation of the following:

- “How much is your _____ bedroom?”
- “Do you have any specials?”
- “I’m interested in _____.”

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5. You are the expert. Set the pace for the call:

- “I’d love to help you with that information. My name is _____, may I ask your name?”
- “How did you hear about us?”
- “One of my favorite things about our community is that we have _____ unique floor plans. I would love to find out which one of those floor plans would fit you best. Do you mind if I ask you a few questions?”

6. Make note of their name and use it throughout the conversation.

7. Have your guest card out and be ready to take down all of their information.

8. The next two steps are done simultaneously... inform and qualify:

Basic Questions:

- “[Prospect Name], what size home are you looking for?”
- “How soon are you planning to move?”
- “Is there a specific price range that you would like to stay in?”
- “How many people will be occupying your new home?”

Essential Questions:

- “How did you hear about us?”
- “Where did you find our number?”
- “What was the specific source that ultimately encouraged you to call?”

Nitty Gritty Questions:

- “Are there any non-negotiables?” (Example: must have a washer and dryer)
- “What’s one thing you would change about where you currently live?”
- “Are you looking for anything special in your new home?”

9. Sticking too rigidly to a script will cause you to lose rapport with your prospect.

10. Be sincere in trying to help your prospect find the best possible home.

“From what we’ve talked about, I am confident that we have the apartment home that’s perfect for you. Let me tell you a little bit about it.”

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11. Know the top highlights of your featured unit.

Skip the obvious like, “Our units have mini blinds.” What makes this unit unique?

12. Keep the prospect engaged with questions throughout the conversation.

13. Highlight what’s important to them.

“Does this sound like the home you have been looking for?”

14. Highlight your community.

“Now that I’ve shared with you a little bit about the apartment home, let me tell you about our community itself.”

15. Ask for the appointment. Invite them to come out that day if possible.

“I know you’d love the apartment. Do you have time to come by later today to look at it?”

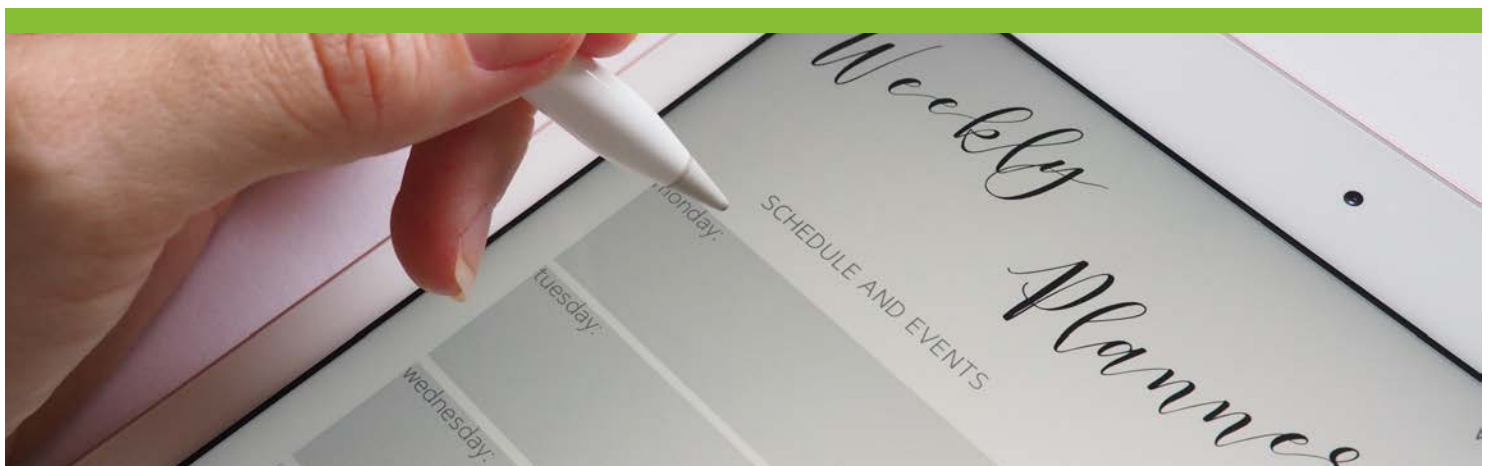
16. Once they have told you a time, follow it with a similar sentence.

“I look forward to seeing you on [date], [their name]. I’m writing it down in my calendar right now.” – You can also add: “I know you must be very busy. Would you like me to send you an email or text reminder the day of our appointment?”

17. Put appointment on the calendar.

18. To be ready for the visit be sure to walk the tour route, the model and the available apartment prior to the prospect arriving.

19. Have fun and get the lease!



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QUESTION IDEAS

THE RIGHT QUESTIONS LEAD TO THE RIGHT ANSWERS

The open-ended questions below will help you determine your customer's Deal Makers and Deal Breakers. Taking the time to ask the right questions will reveal the information you need to select the perfect apartment to show and discover what is most important to your customer. Once you understand what will motivate and influence a prospective renter, you can tailor your conversation or tour presentation to meet their needs and better serve their interests. **This is just a guide, use whichever questions work with your personality and fit the scenario.**

- What prompted you to call today?
- What features are most important to you in an apartment home?
- What are your top 3 specific needs in an apartment home?
- Other than _____, what else is important to you?
- What is a deciding factor for you?
- What are your non-negotiables when selecting your new home?
- What amenities do you value the most in a community?
- Tell me your expectations of an apartment community's services, features and amenities.
- What do you love the most about where you live now?
- What is important to you after you move into your new home?
- Why are you moving to a new location?
- What is the price range that you are looking to stay within?
- From which exact advertisement or website did you first view our community?
- What specifically about the ad or website made you call?
- How flexible is your moving timeframe?
- When are you looking to make a decision?
- Are you working with any time constraints in making your decision?
- In order for you to make an informed decision, what information will you need from me?
- What exactly will your final decision be based on?
- Other than yourself, who will be assisting you in the decision-making process?
- What other details can I provide you with to assist you in making your moving decision?
- What other questions can I answer that will help you in making your decision?
- Have you looked at other communities thus far? Tell me what you have liked or not liked.
- If you find something today, would you move forward with the leasing process?
- Your favorite questions: _____

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WORK YOUR STYLE

MY FAVORITE GREETINGS:

CURRENT LEASING INCENTIVES TO MENTION:

MY FAVORITE THINGS ABOUT OUR COMMUNITY:

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MASTER YOUR SKILLS

Use these cue cards to maximize each phone call: connect with the customer, ask the right questions, and customize the experience.

STEPS TO MAXIMIZE A CALL: THE SPROUT WAY

AND CONVERT CALLS TO TOURS

Greet the caller with a smile and a warm tone.

Ask questions to find needs and hot buttons.

Tailor the call based on their needs.

Create interest and paint a picture.

Invite all to tour.

Set a specific date and time.

Confirm appointment.

Note all needs and shared info.

**Courtesy of Sprout Marketing
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PLACE ONE CARD ON EACH
DESK IN THE LEASING OFFICE.

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OVERCOME OBJECTIONS



1. WHY do prospects object? There are many reasons including:

- The prospect dislikes decision making.
- The prospect isn't comfortable or distrusts the salesperson.
- The prospect doesn't see enough value in the product.
- The prospect is not in a hurry to make a decision.

2. When faced with an objection we first need to LISTEN carefully!

Many times we are so quick to try to overcome the objection, that we really don't HEAR what the prospect is telling us.

3. Now it's time to isolate the objection.

Make sure you understand what the real objection is. You can do this by restating (word for word is great) the objection to help you better understand and buy yourself some time to respond. "I want to make sure that I understand. So what you are saying is that if this unit was downstairs it would be the perfect apartment home?"

4. Acknowledge and validate their concerns: Feel - Felt - Found Method.

"I understand how you feel. In fact, we've had several other residents who felt those same concerns. What they've found is that..."

5. Be prepared to respond to various types of objections.

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COMPETITION OBJECTION:

Establish that they are comparing apples to apples.

- Are the floor plans the same size?
- Is it the same construction?
- Are the amenities the same?

To do this, you need to know your competition inside and out before your prospect walks through the door.

- Shop your competition regularly.
- Keep a copy of their floor plans and community amenities on hand.
- Stay informed. Remember, you're dealing with very educated shoppers.

Be ready to compare your product to the competition's product.

- What are the unique features of your floor plans?
- Does your fitness center have newer equipment? Is it open longer hours?
- Is your clothes care center more conveniently located with newer machines?

Don't let the competition win on price or concession.

- Objection:
"Next door they are offering 2 months free!"
- Response:
"I noticed that. Let me ask: why do you think they have to do that?"
- Remind the residents that large concessions now will have to be recovered in the future. Let them know that you are more interested in resident retention and may be willing to guarantee the rental quote for a longer period of time.

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SISTER COMMUNITIES

Community Name: _____ Main Phone/Fax: _____

Address and Distance: _____

Website: _____ Email: _____

General Description and Features: _____

Why would you refer someone here? (budget, availability, etc.) _____

Community Name: _____ Main Phone/Fax: _____

Address and Distance: _____

Website: _____ Email: _____

General Description and Features: _____

Why would you refer someone here? (budget, availability, etc.) _____

Community Name: _____ Main Phone/Fax: _____

Address and Distance: _____

Website: _____ Email: _____

General Description and Features: _____

Why would you refer someone here? (budget, availability, etc.) _____

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LOCATION OBJECTIONS:

Objection:

"This location is too close to the highway."

"I don't like that the property is on a busy street."

Response:

"I understand your concern. That's actually one of the best things about our community. It is so conveniently located."

Objection:

"This place is really far away from everything."

Response:

"That's what I love about our community. At the end of the day, you can get away from it all and really relax."

"You may be surprised that most of our residents don't work around here, but they just love how secluded and cozy this area is."

"That's what I thought at first, too. However I've found that everything I need is just five minutes away. Let me tell you about some of my favorite places."

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COMMON OBJECTIONS

We know that you're not psychic (even if your residents think you should be)! The good news is that you don't have to know exactly what your customer is thinking to be ready to overcome any objection that comes your way. You just have to plan ahead!

Make a list of the top objections that are heard at your community, then develop a response to help you overcome each of your customer's concerns. When you are able to answer a customer's question on the spot, you are likely to gain their trust and confidence which, in turn, helps close the sale.

OBJECTION:

Ideal Response & Manner To Overcome The Objection:

OBJECTION:

Ideal Response & Manner To Overcome The Objection:

OBJECTION:

Ideal Response & Manner To Overcome The Objection:

OBJECTION:

Ideal Response & Manner To Overcome The Objection:

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CLOSING TECHNIQUES

DO THESE CLOSES
WITH YOUR TEAM
IN A ROLE PLAY
EXERCISE



To master and build confidence in closing techniques, practice makes perfect! A great way to do this is through team role play. Use the closing techniques below and make them your own using your personality, style, and experience.

HOW TO DO IT

Each team member takes a few minutes to write their own statements or responses for each closing technique. Alternate the role of prospective renter and leasing professional until all members have successfully gone through each of the techniques. Have fun and be encouraging to build confidence and skills. Once completed, discuss any tips, methods, or ideas gained from one another during the exercise. Discuss how you will apply the new techniques in the future.

Trial Close Questions: These are pre-closing questions that allow you to assess the situation and see where your prospect is in the buying process. They are meant to be open-ended questions to give you real feedback. These allow you to make needed adjustments in your presentation.

“What is your favorite thing about this apartment?”

“How would you arrange your furniture?”

Make The Technique Yours:

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The Assumptive Close: Use this close if the prospect has given you zero objections or if you have been able to overcome all objections to their satisfaction. Act as if the person has already made the decision.

"I'm so glad we found the perfect home for you. Let's go back to the office and I'll walk you through the application process."

Make The Technique Yours:

Invitational Close: A little less direct than the assumptive close, but similar.

"I'm so glad we found the perfect home for you. The next step is to fill out an application and leave a security deposit to reserve the apartment. The entire process takes about ten minutes. Would you like to go back to the office and get started?"

Make The Technique Yours:

WIIFM (What's In It For Me) Close: This is a customized summary that outlines all of the features and benefits that matter to the prospect. Take note of what they have had questions about and/or what was important.

"Jennifer, you mentioned that you love to cook and entertain guests. Keeping that in mind, I think the A2 (the 1st unit we looked at) will fit your needs perfectly. The open floor plan will be perfect for entertaining. You can be cooking in the kitchen and still be able to visit with your friends that are in the living area. Plus, it has great counter space! What do you think?"

Make The Technique Yours:

The “What If” Close: Use this only if an objection is stated that you are confident you can overcome with your supervisor’s approval.

The Prospect: *“This carpet is a real deal breaker for me. I can see a lot of stains that don’t look like they’ll come out.”*

Leasing Professional: *“If I was able to get approval to have the carpet replaced (or cleaned) would that help you in making your decision to choose our community today?”*

Make The Technique Yours:

Think About It Close: After you have toured the apartment home with the prospect, offer to give them a little time (right then and there) to think about it. This works well when touring more than one person. You may want to step outside so they can comfortably look at the apartment home. Don’t leave them alone for too long, just enough to get a feel for the space.

“Choosing a home is a big decision and I can see that you are really giving this a lot of thought. Let me step outside for a minute and let you really get a feel for the space. I’ll be back in just a few minutes.”

Make The Technique Yours:

Testimonial Close: Use the testimony of other current residents to help make the buying decision easier. Prospects look for a buying safety net from peer reviews. Keep home court advantage by carrying resident testimonials with you and prominently display testimonials in your community center and show units.

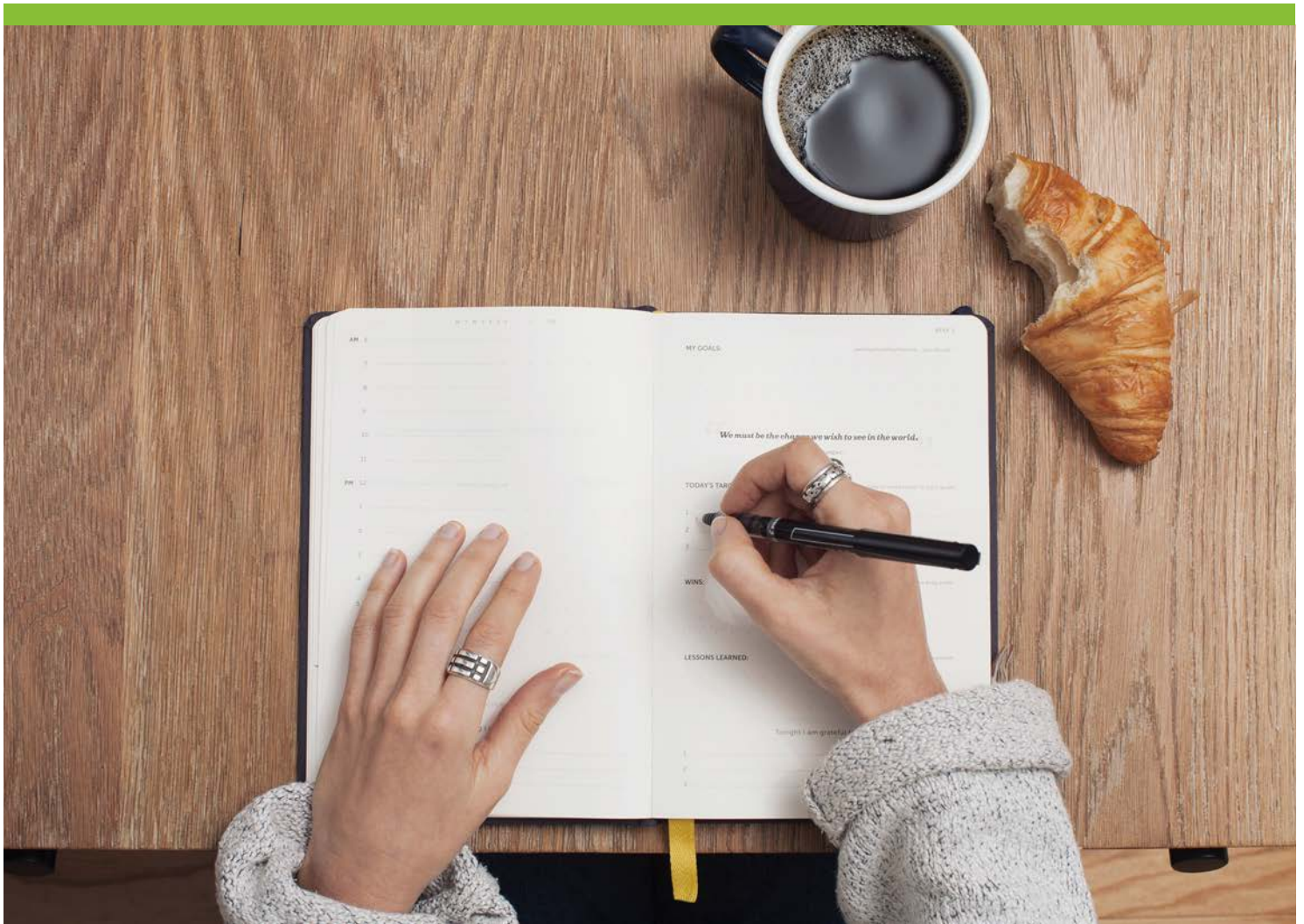
“I know this is a very big decision. Let me share with you a few comments from some of our current residents.”

Make The Technique Yours:

The Urgency Close: Create a real sense of urgency. Beware, unless you are being truly transparent with the prospect, this close can seem insincere.

“Mr. Miller, let me show you our availability report. This is the last B1 that is upstairs. You mentioned that you were non-negotiable on the fact that you wanted this floor plan in an upstairs unit. You can fill out an application and leave your deposit to reserve it today.”

Make The Technique Yours:



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LEARNINGS

CLOSING
TECHNIQUES

WHICH CLOSING TECHNIQUES WORK FOR YOU?

LET'S SET GOALS TO INCREASE YOUR CLOSING PERFORMANCE:

30 DAYS: _____

60 DAYS: _____

90 DAYS: _____

EXTRA NOTES AND LEARNINGS

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TRY OUT A NEW CLOSE



Keep enhancing your leasing skills by trying new closing techniques until you find the method that feels the most comfortable and is effective to move the leasing process forward. To master and build confidence in closing, keep practicing!

HOW TO DO IT?

Take the closing techniques on the next two pages and cut along the dotted lines.

Randomly select a close either daily or weekly.

Think Ahead: what would that close sound like to you? What would you say?

At every customer closing opportunity, utilize a closing technique.

At the end of every day determine:

- Did you have any closing wins today?
- What could you have done differently or what could you improve upon?
- What will you do next time you use the same technique?

Continue to use all of the techniques and then go back, if needed, to enhance your closing craft.

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TRIAL CLOSE:

These are pre-closing questions that allow you to assess the situation and determine where your prospect is in the buying process. They are meant to be open-ended questions to give you real feedback. These allow you to make needed adjustments in your presentation.

“Is this what you had in mind?”

“How are you feeling about what you’ve seen so far?”

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THE ASSUMPTIVE CLOSE:

Use this close if the prospect has given you zero objections or if you have been able to overcome all objections to their satisfaction. Act as if the person has already made the decision.

“It sounds like you’ve made your decision that this is your new home. Let’s go ahead and get the reservation paperwork out of the way.”

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THE INVITATIONAL CLOSE:

A little less direct than the assumptive close, but similar.

“I’m so glad that you love this apartment home. The next step is to fill out an application and leave a security deposit to reserve the apartment. The entire process is easy and takes about ten minutes. Would you like to go back to the office and get started?”

Courtesy of Sprout Marketing • WatchYourBusinessSprout.com

WIIFM (WHAT’S IN IT FOR ME) CLOSE:

This is a customized summary that outlines all of the features and benefits that matter to the prospect. Take note of questions that they have asked and/or what was important to them.

“John, you mentioned that you love our location, the amenities and the size of the apartment home. Keeping all of that in mind, I think the 101A will fit your needs perfectly. The open, flexible layout will be perfect for your furniture. Plus, you will have an incredible view from your oversized balcony! What do you think?”

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THE “WHAT IF” CLOSE:

Use only if an objection is stated that you can overcome with your supervisor’s approval.

The Prospect: *“I am not sure I like grey carpet and prefer the hardwood”*

Leasing Professional: *“If I was able to get approval to have the carpet replaced to the beige and the kitchen in the hard wood, would that help you to make your decision today?”*

Courtesy of Sprout Marketing • WatchYourBusinessSprout.com

THINK ABOUT IT CLOSE:

After you have toured the apartment home with the prospect, offer to give them a little time to think about it. This works well when touring more than one person. You may want to step outside so they can comfortably look at the apartment home. Don’t leave them alone for too long.

“I know moving is stressful. I bet you and Jane have a few items to discuss. Why don’t I step outside for a moment to let you have time to talk and get a better feel for the home? I will be right outside and will be back shortly.”

Courtesy of Sprout Marketing • WatchYourBusinessSprout.com

THE TESTIMONIAL CLOSE:

Use the testimony of other current residents to help make the buying decision easier. Keep a home court advantage by carrying resident testimonials with you and prominently display testimonials in your community center and show units.

“I know when making a big decision it may be helpful to hear the experiences of others. Would you be interested to see some recent reviews and comments from some of our current residents?”

Courtesy of Sprout Marketing • WatchYourBusinessSprout.com

THE URGENCY CLOSE:

Create a real sense of urgency. Beware, unless you are being truly transparent with the prospect, this close can seem insincere.

“Sue, I know that you are very interested in this apartment home. As I have mentioned, this is the last A4 that is on the top floor and I know that you want this particular floor plan in an upstairs unit. If you fill out the application and leave your deposit today, we can take it off the market.”

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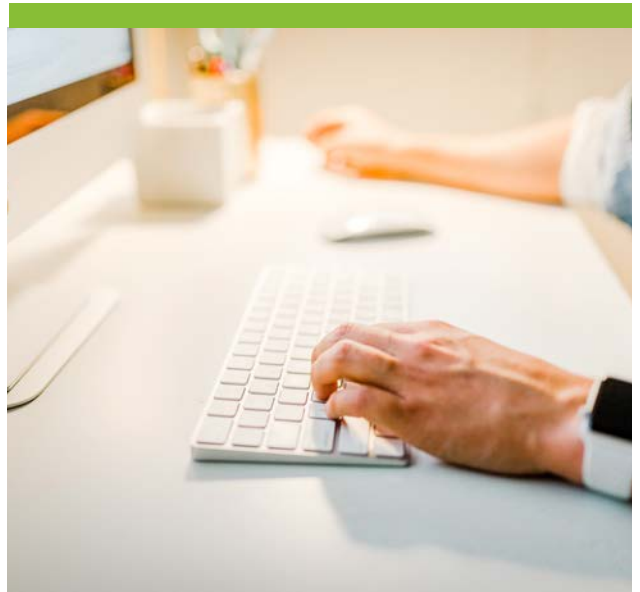
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FOLLOW-UP FUN

FOLLOW-UP CAN MAKE
A HUGE DIFFERENCE



LET'S START OFF WITH SOME FOLLOW-UP FUN FACTS:

- The average shopper will look at **5-7 communities** before making a decision.
- People don't buy products, **they buy stories**: paint a picture of a lifestyle that pulls at their heartstrings.
- More than 50% of prospects **NEVER** receive any form of follow-up! So just by following up with them you are setting yourself apart from half of the competition.
- You must follow up an average of **five times** to make the sale!

COLLECT THEIR CONTACT INFORMATION!

- Ask permission to contact them.
- What is their best contact number and email?
- How do they prefer to be contacted and what times are best during the day?

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TIMELINE AND IDEAS

SAME DAY

Thank them for touring by phone or email.

NEXT DAY

Send them a personal handwritten note.

7 DAYS

Email a creative and eye-catching marketing design.

30 DAYS

Send e-blast.

14 DAYS

Call/email to update them on your pricing, specials & availability based on their needs.

8-10 DAYS

Call to invite them to a resident event!

FUN FOLLOW-UP IDEAS:



Be the first community in your area to send flip-flops to prospects. Write your message with a sharpie, attach a few stamps and away it goes! They'll FLIP when they see it!



Have something important to say? Say it with a song: a singing telegram! GigMasters.com has singers in many areas.



Wow a prospect with a hand-delivered beach ball with your message! Visit SendABall.com to get started!



Create a memorable impression with a singing e-card! Insert the faces of your staff for a giggle! JibJab.com.

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VIRTUAL TOURS

HELP YOUR PROSPECTS LEASE FROM THE COMFORT OF THEIR OWN HOME.



WHAT IS A VIRTUAL TOUR?

Virtual tours are when you and your team create videos of the apartment (as if your prospect were walking through it physically). You send those videos via text or email to your prospect so they can “walk through” the apartment.

BONUS: YOU CAN SAVE THESE VIDEOS AND REUSE THEM FOR OTHER PROSPECTS, OR POST ON SOCIAL MEDIA FOR MORE TO BENEFIT.

MAKE IT EASY WITH ONE OF OUR FAVORITE TOOLS: LOOM

Loom allows you to SHOW explanations, rather than be limited to typing out responses! Loom is a free screen recorder for Mac, Windows, and Chrome Books. Use the Free APP to record your virtual tours. Search the app store for LOOM.

Here are three ways you can record using Loom:

- Your screen only
- Your camera (your beautiful face) only
- Combo: Your camera and screen

The following pages outline a step-by-step guide on how to use Loom, plus a few of our favorite ideas on how to do virtual tours using Loom.

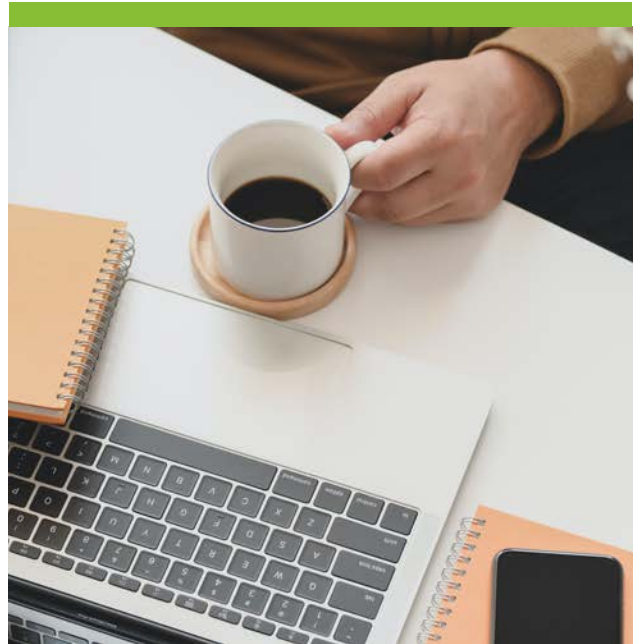
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HOW TO USE LOOM

STEP-BY-STEP GUIDE:

- Download The [Loom](#) Application
- Open Loom App
- Click the red button to start recording
- Give one of the tours listed on the next page
- Click the red button when you are done recording
- Decide how you want to send: email, social or text
- Hit send



HOW DOES YOUR PROSPECT SEE IT?

- Your prospect will see a link. Once they click it, they can watch your video from their computer or phone.
 - **The best part?** Loom sends you an alert that your video has been viewed!
- You can make a video for every prospect OR you can make a few generic videos touring your floor plans, common areas, etc.
 - After that, you can re-share the link over and over again. Talk about expanding your reach!
- You can also download the file and load it to your website, your Instagram Highlights, Facebook videos, and YouTube channel. This will allow your virtual tours to have a longer shelf life.

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VIRTUAL TOUR IDEAS

BROAD WEBSITE TOUR:

Use Loom to do a walk-through of your website but use all the talking points you would include in an in-person tour. Below is a quick outline that you can follow. You can record this once and then post on social media and send via email to any interested prospects. It's general enough to be used for all prospects.

- **Homepage:** Do your welcome and outline what you are going to cover during the tour.
- **Floor Plan Page:** Showcase the different types of floor plans offered, highlight a few interior features and outline how to see what is available for their preferred move-in date.
- **Photo Gallery Page:** This is a good way to highlight your community amenities and apartment features using photos. We suggest picking 3-5 to dive deep into.
- **Amenity Page:** Briefly showcase this page to let them know they can get your full list of amenities here since you touched on these on the last page.
- **Location Page:** Highlight a couple of your favorite spots nearby.
- **Contact Page:** Recap what you covered and outline the next steps you want them to take. Say farewell.

PERSON-SPECIFIC WEBSITE TOUR:

Use Loom to record a website tour that is specific to that person touring. Have them answer a few basic questions and record a tour like the above that focuses on the floor plans they are interested in. This way you can use their name and it feels very personal. Be sure to always follow equal housing guidelines.

RESIDENT CHECK-INS:

Use the video feature in Loom to record messages to your residents. You can do virtual events like our "Guess How Many" Daily Dose on video. Your residents may just want to see your face!

VIDEO FOLLOW-UP:

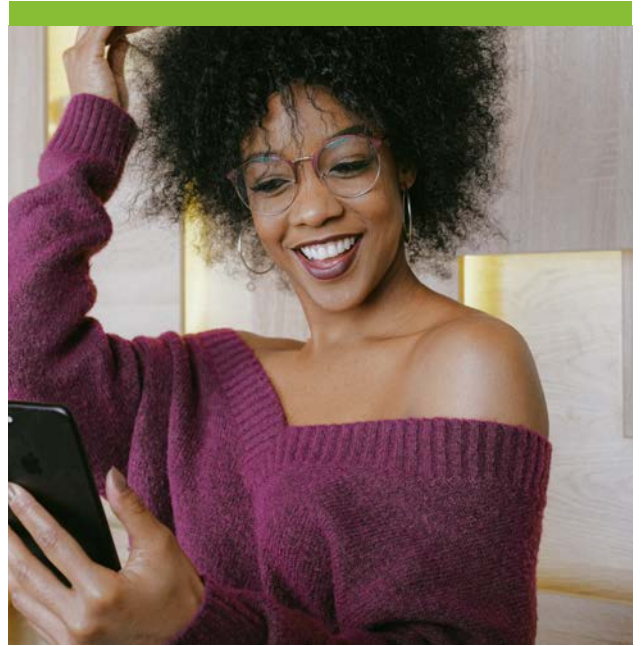
Film a video to follow-up with a prospect that toured. We are all starved for human interaction so this touch point may mean a lot during these times.

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SELF-GUIDED TOURS

SELF-GUIDED TOURS
ARE A GREAT WAY TO
GET **MORE TOURS** DONE
IN **LESS TIME**



STEP 1: PROVIDE DIRECTIONS WHEN SCHEDULING THE TOUR

- Provide instructions for how you will facilitate self-guided tours.
- Is everything done alone and through a lockbox or will a prospect need to come into the office to show ID & receive a key?
- Draft an email template with instructions so you can just plug and play when someone schedules a tour.

STEP 2: MAKE SURE THERE IS DIRECTIONAL SIGNAGE

- Have directional signage every step of the way. Think of this as a museum tour where you are choreographing the experience.
- Place signage on how to find your leasing office if they need to come there first.
- A-frame signage to help start the tour.
- Floor decals are a great way to tell prospects where to go.

STEP 3: CREATE YOUR TOUR GUIDE PIECES

- Create a digital or physical brochure outlining stops in the tour routes, things they should take note of, and highlights of your surrounding neighborhood.

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STEP 4: MAKE EACH SPACE SHOW READY

- The model unit or amenity space should be clean and fresh.
- Turn on the lights in all rooms.
- Put on inviting, universally appealing music.
- Take it up a notch by leaving a handwritten welcome note inviting them to refreshments in the fridge along with your business card.

STEP 5: SHOUT ABOUT IT ON SOCIAL MEDIA

- Announce that your community has self-guided tours available.
- Remind prospects to take advantage of your self-guided tours, on their own time, and at their convenience!
- Encourage prospects to use them! Finding a dream home doesn't have to be difficult. They can feel comfortable and already at home at your community with a self-guided tour.



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SECTION 5

Let's
get
digital

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LEASING ONLINE



KEEP A LIST OF ALL YOUR ONLINE ASSETS INFORMATION:

- Name of marketing site
- Link to the website
- Username
- Password
- Monthly expense for using this marketing source

UPDATE YOUR TRAFFIC SOURCES WEEKLY.

KEEP YOUR COMMUNITY'S ONLINE LEASING SITES CURRENT:

- Is ALL of your community information correct?
- Test out all of the contact options to make sure that you receive them.
- Are all of the photos, videos, and virtual tours updated and flattering?
- Make sure your social media links, icons, and website information is listed.
- Response policy: Respond in 2 hours or less.
- Know immediately if any of your sites are down with aremysitesup.com.

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EMAIL ETIQUETTE:

- Include a personal greeting.
- Choose your subject line carefully. Make it concise, interesting, and useful.
 - Your requested apartment home information!
 - Your home awaits at Sprout Apartments!
 - Reserving your home is as easy as 1-2-3!
- Creating an initial template for emails to prospects is a great start, but the email has to be personal and specific to each person.
- Answer and address ALL questions, comments, and concerns in the email.
- Check your spelling and grammar before hitting send. Use an application such as Grammarly to help.
- Signature should include all of the following:
 - Your Name
 - Your Position/Title
 - Community Name
 - Community Contact Information - Phone, Email, Fax
 - Social Media Info - Website, Facebook, Twitter, Blog, and any other social media platforms (use icons to link to your pages).

FOLLOWING UP WITH INTERNET LEADS:

- Track your leads. Enter them into your company's lead-tracking software.
- Create a guest card for all email leads.
- Make your follow-up eye-catching, fun, and encourage the prospects to visit the community in person. (Check out the Sprout website for more ideas!)

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WEEKLY SOCIAL POSTS

OUTREACH MARKETING: (2-3 POSTS PER WEEK)

- Highlight a Preferred Employer
- Neighborhood Feature
- Spotlight a Floor Plan or Special
- Showcase a Community Amenity
- Renting vs. Buying
- Testimonials
- FAQ
- Student Housing & Senior: Target the “decision-maker” or “decision influencer”
- _____
- _____

REFERRALS: (1-2 POSTS PER WEEK)

- Tag a Friend That...
- Benefits Of Having a Friend Live Nearby
- Bonus
- _____

RETENTION & ENGAGEMENT: (2-3 WEEKLY)

- Team Highlight
- Welcome New Residents
- Renewals
- Events + Reminders
- _____
- _____
- Notices
- Rent Is Due
- _____
- _____

Need help posting? Visit [our website](#) to learn how Sprout can help make posting on social media a breeze!

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CAMERA TIPS

YOUR CHECKLIST BEFORE SHOOTING PHOTOS OR VIDEOS



- Clean Your Lens.** You touch your front and back cameras all the time without realizing it. Take a second to wipe them off before shooting any photos.
- Use yourself for stabilization.** Hold the phone with two hands with elbows in.
- Find Your Light AKA Swivel.** Turn yourself or your product around your room until you find the best light. Try in front of windows for nice natural light.
- Try Not to Shoot in Bad Light.** If you are shooting in a room with a window, turn off the lights and shoot with your back to the window. If you need to face the window, close the blinds.
- Manually Adjust Your Exposure.** Tap on the screen until the yellow box comes up. Drag the sun icon up or down to change exposure (brightness) manually.
- Angles are Everything.** Take the same photo with different angles for options.
- Clean Your Area.** Make sure your area is clean of dust, dirt, dog hair, and your background is not cluttered. A two-second clean-up can majorly change the game.
- There's an app for that! For editing & filters:** VCSO and Photoshop Express. Also, Instagram has a lot of cool features built in for you so you can explore!
- Don't Over Process.** Filters are not always your friend. Using the same old one too much is going to get old fast and will look dated.
- Ditch the Flash.** In natural/day light, there's no reason to use your flash. Turn it off!
- Have Fun!** Experiment and find what works best for you! The most important thing to remember is to keep taking photos and have fun!

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Contact Our Team

LET SPROUT HELP
LIGHTEN THE LOAD

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THE MODERN
2020 EDITION

BY SPROUT MARKETING

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