

# RIGHT NOW LEASING

Use preparation, persistence, persuasion, and great customer service to sign new leases and renew current residents



**Preparation:** Curb appeal, the office, home information, and team training should all be in place before your first prospect calls or walks in.



**Contact Persistence:** Initial contact may take three or more tries and getting to closing many more touchpoints. Keep a schedule and track your efforts



**Mindset Persistence:** Every customer who contacts us needs a home! Focus on how you can be the positive solution for our customers, not the challenges.



**Persuasion:** Use deep knowledge of our offerings, customers and communities to overcome customer objections by meeting their needs.



**Drive NPS for Renewals:** The sales process for renewals starts the day residents move in! Use 3 contacts a day, door-knocking, property drive-throughs, service-call follow-ups, events, and more to build relationships and ensure your residents are receiving great customer service.