

Leasing Edge™



Why Should I Live in Your Community?

Description

Do your leasing agents know the right answers to that question? Do they identify a prospective resident's needs and create value before quoting a rent? Do they ask to schedule a visit or get a commitment?

If these things don't happen every time the phone rings or when a prospective resident walks into your office, you're losing new residents – and money – to your competition.

Signature Worldwide can help. We've worked with hundreds of multifamily housing leasing agents to build sales and service skills of leasing agents and other support staff.

We teach a simple Magic Formula for handling inquiries, improving the leasing experience and getting appointments.

In this one-day program, Signature teaches leasing agents a proven program for servicing apartment inquiries, improving the leasing experience, and getting the appointment or signed lease.

Leasing Edge™ is more than a training event. It's a process for changing behavior that creates lasting improvements in resident satisfaction, conversion rates, and net operating income. How?

- We start with a thorough assessment and tailor the program to your needs.
- We conduct a dynamic and engaging training event either onsite or virtually, through a web classroom.
- We support skill development with ongoing coaching and mystery shopping.
- We provide web-based management reports that help you drive performance.

Leasing Edge™ participants gain the skills, confidence and attitude to perform to their best ability. With ongoing reinforcement and support, they'll learn to integrate those new skills into their daily routine. And you'll see the results.

Format

This training is available onsite or via interactive web classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

Who Should Attend?

Anyone responsible for converting incoming calls or in-person inquiries to property tours or new tenants, including:

- Leasing Agents
- Marketing Managers
- Property Managers
- District Managers
- Regional Managers

Program Outcomes

- Increased revenue
- Higher occupancy numbers
- Increased resident retention
- Higher conversion rates
- Increased agent confidence
- Increased quality and consistency of interactions
- Improved community knowledge
- Clear differentiation from the competition
- Increased level of professionalism
- Increased quality of communication between communities and corporate office.



Training Agenda

Introduction	Welcoming activity and an overview of the session
Legendary Service	Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed
What's In It for Everyone	Review value of delivering legendary service – benefits to the employee, benefits to your current and prospective residents and benefits to the company
Reality Trip	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
Calling the Competition	Make phone calls to competitors and critique the service and sales skills used
Connecting with the Customer	Insuring that the interaction starts in a positive and professional manner
Discovering and Gathering Information	Tips and process for ensuring understanding of prospective resident's needs
Skill Practice	Practical role plays and other activities to apply the skills
Delivering Value	Identify key behaviors for delivering value during prospective resident interactions and setting your organization apart from the competition
Skill Practice	Practical role plays and other activities to apply the skills
Closing and Selling Strategies	Identifying additional opportunities through upselling and cross-selling. Build techniques for securing the business.
Skill Practice	Practical role plays and other activities to apply the skills
Next Steps	Discuss the components of Signature's ongoing reinforcement program

