

Leasing Edge™



Why Should I Live in Your Community?

Do your leasing agents know the right answers to that question? Do they identify a caller's needs and create value before quoting the 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 rental office, you're losing new leases – and money – to your competition.

Signature Worldwide can help. We've worked with hundreds of multifamily housing communities to build the 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.

Leasing Edge™ is more than a training event. It's a turnkey system 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 on-site training event.
- 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.

Description

In this one-day program, Signature teaches leasing consultants a Magic Formula for handling apartment inquiries, improving the leasing experience, and getting the appointment for a tour of the community.

Who Should Attend?

Anyone responsible for converting incoming calls or in-person inquiries to rentals or sales, including:

- Leasing Consultants
- Marketing Managers
- Property Managers

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn when, how and why to:

- Establish rapport with potential residents
- Identify prospective residents' needs
- Build value before quoting the rent
- Ask for a commitment.

