

FOLLOW-UP OF APPLICANT VISITS

If the prospective resident leaves without turning in an application or making deposit, file the guest card in a tickler file. Follow up by:

1. Thank you card, mailed within 24 hours of visit. Thanking them for stopping by.
2. Telephone call (three to four days after mailing thank you card), if you do not hear from them. Ask if you can be of any further assistance filling out the application, and answering any questions they may have though of. Invite them to come visit the property again, use this time to point out any amenities that would benefit them based on the guest card, such as "I notice we're located only a short distance from where you work, etc."

Continue weekly contact with them until they make deposit at your community or find housing elsewhere.