

## GREETING PROSPECTIVE RESIDENTS

The manner in which a prospective resident is greeted is crucial to the rental process. The Owner/Owner's Agent's responsibility is to make sure that the first impression is a positive one. The following policy on receiving applicants will create an atmosphere that is professional yet sincere:

1. A good impression is very important. This refers to the impression an applicant has when driving into the property (curb appeal), as well as the reception received and first impressions created when the prospect meets the Management staff (anyone in the employment of the property).
2. An apartment community reflects the attitude of the Owner, the Management Company, and the residents residing in the property.
3. The Property Manager, Assistant Manager, and/or Leasing Agent must establish a professional atmosphere.
4. Responses to inquiries and questions must be honest, sales-oriented, and knowledgeable of the apartment community and the surrounding neighborhood.
5. Make the prospective resident(s) feel important and do it sincerely, for "Residents are the life blood of the multi-family housing industry."
6. A genuine, individual greeting from a standing position should be given each applicant. It is important to be sincere and genuinely interested in the person who is inquiring about an apartment, even though the units may not suit his/her/their needs.
7. Indicate to the prospective resident(s) a professional pride in the apartment community and enthusiasm regarding its amenities.
8. The apartment community's amenities, accessibility to schools, shopping centers, recreational facilities, public transportation and other benefits should be mentioned.
9. The applicant's needs as to space, amenities, and rent level (or subsidy qualification) should be determined as accurately as possible; learn as much as possible about the individual and his/her household, including pets.
10. Guest cards should be used showing the name, address, telephone number, type of unit desired and date for each prospective applicant entering the rental office. This is a good way to track occupancy inquiries.

11. These basic rules of courtesy must always be remembered and practiced:
  - a. Have a pleasing personal appearance.
  - b. Stand to greet prospects as they come in the door.
  - c. Smile and be friendly. "Are you here to see an apartment?"
  - d. Remember names of prospective residents.
  - e. Listen to what the applicant(s) has/have to say and treat them as a customer within the bounds of project rules.
  
12. An apartment community takes on a personality; it becomes a reflection of Management policies and the Owner's/Owner's Agents own personality. A pleasant atmosphere can outweigh whatever questionable features may exist.
  
13. Items such as hair curlers, dirty clothes, dirty ash trays, a dirty office, messy desks and other unprofessional items do not help market apartments or enhance the reputation of the apartment community. Please refer to the "Office Standards" policy for more information.