

ANSWERING TELEPHONE INQUIRIES

Often the initial contact with a property will be a telephone call. Again, because of the importance of making a good first impression, all the calls are answered *brightly* in the following way, "Good morning/afternoon, Sun Valley Apartments, this is Linda, I can help you." Such a prompt and proper telephone response would let the caller know that the person at the other end of the line is ready and happy to be of service. Above all, a positive and interested attitude should be expressed.

One of the first things often asked over the telephone is, "Do you have any vacancies?" A manager should not respond too quickly to this question. The best response is, "What size apartment are you looking for?"

Always encourage the caller to come into the office to complete an application, etc. And, for assisted properties especially, it is often best not to quote income levels and rents over the telephone. It can appear that you are discouraging them from applying at the property.