



TRAINING GUIDE

2020

CONNECT

Focus on customer service.

Close

1-4 Closings a day.

Gmail

____@apartmentwolf.com

Infusionsoft.com

____@apartmentwolf.com

Google Voice

Phone# _____

Smartlocating.com

____@apartmentwolf.com

Basic Lead Script

Hi _____, this is _____

We received an inquiry on _____(specific property, or general area)? Is this a good time?

Great, I wanted to get some information to get you started in the right direction.

Option - 1

When were you looking to move?

That property is going to be a developmental property and will be available more like _____ timeframe.

Option – 2

What budget would you like to stay under?

That unit is not currently available and all we have now is upgraded units @ \$_____ dollars.

We have about 50 properties in the area. I could get you out an inventory report. The reason I would like to do that is a lot of the listings you are seeing online are not up to date. You will see apartments listed at \$800 then you call and its like \$1200. The report comes directly from our properties and everything is up to date like pricing, availability, specials, deposits. Do you think that would help?


Info Needed:

Beds:

Budget:

Area:

Move in Date:

When are you trying to actively start viewing properties? The reason I ask is because

I'll get this report out in about 5 minutes. When you get a chance, review the report and if there are any properties you like let me know and I can call on the properties b/c usually we can get in touch with the properties easily so this does not become a full time job for you.

We are contracted out by the management companies and the only thing we ask is that you do is reference us on the application and for that we can set you up for an additional cash back rebate up to \$500.

Did you have any questions for me?

I appreciate your time, and again the emailed report will come from _____.

Basic Voicemail

Hi _____,

This is _____ w/ Wolf Properties,

We received an inquiry on one of our developmental properties _____ . Those properties are currently in the works and won't be available until more like (Month or Season).

So I was trying to see when you were looking to move?

We do have about 30 properties in that area and I could email you out an d inventory report with some comparable options.

If you're interested I'll go ahead and text you and feel free to give us a call back or text us and we'll get this emailed out today! Look forward to hearing from you.

Basic Text

Hi _____,

I left you a voicemail regarding the inquiry on our _____ properties. To make things easier and give you some options we have MLS access to all apartments in __ (city) __ and can email you an inventory report with up-to-date specials, availability, pricing, etc, to help you in your search.

Just let us know a few things so we can send you your custom report:

Beds:

Preferred Areas:

Budget:

Move in Date:

Thanks,

_____ w/ Apartment Wolf Properties

Call Back Script

This is _____ w/ Wolf Properties

We are returning missed phone calls, were you looking for an apartment?

We actually have properties throughout __ (city) __. Do you remember which property you were calling on?

Call Back Voicemail

Yea this is _____, with Wolf Properties,

We are returning missed phone calls Im guessing it was in regard to one of our properties. We actually have properties through out ___(City)____. I could get you over an inventory report with some comparable properties. This report comes directly from the properties so pricing, availability, specials, deposits will all be up to date.

If you're interested I'll go ahead and text you and feel free to give us a call back or text us and we'll get this emailed out today! Look forward to hearing from you.

Call Back Text

Hi

I left you a voicemail regarding the inquiry on our properties. To make things easier and give you some options we have MLS access to all apartments in (City) and can email you an inventory report with up-to-date specials, availability, deposits, pricing, etc, to help you in your search.

Just let us know a few things so we can send you a custom report:

Beds:

Preferred Areas:

Budget:

Move in Date:

Thanks,

_____ w/ Wolf Properties

Directions to get Closing Information

Script for Getting Closing Information

Hey _____,

We are working on getting your rebate back from _____. Did you end up getting approved?

When is your move in date?

What's your monthly rent?

How many months did you sign?

Do you remember is you marked us as your referral?

Great, we will get this invoice the property and see what kind of rebate we can get back to you. Ill keep you posted.

Voicemail

Hey _____,

This is _____ w/ Apartment Wolf. We are working on getting your rebate back to you and need a few things such as move in date, monthly rent, and how many months you signed? Once we received that information we can get to work on getting your rebate back to you. Ill go ahead and send you a text and an email to make sure we get you set up for the rebate.

Text When Needing Closing Information

Hey _____,

I wanted to see if your application was approved by _____. If so we need to get you your rebate back. If you could let me know the following we can begin the rebate process.

Move in Date:

Monthly Rent:

Lease Terms (Months):

Thanks,

_____ w/ Apartment Wolf

Tips

Explain the situation then ask questions.

Those who ask questions control the conversation.

Build a connection via educational or via personal.

Focus on customer service in the first initial phone call.

Emails and text are ok, but phone calls close!

Don't try to have a conversation via text or email. Call the client! It's a great timesaver.

Go the extra mile, the clients will notice and a sure way they will remember you when they fill out an application.

Notes:

