

# 10 Basic Closes

## *For the Onsite Leasing Presentation*

### **1. TRIAL**

A pre-close used to measure the prospect's level of interest:

*"How do you think you will arrange your furniture?"*

### **2. DIRECT**

When you know you have the agreement of the prospect, ask DIRECTLY for the lease:

*"Let's go back to the office and take care of the paperwork."*

### **3. WHICH**

Offer the prospect an option or choice between two apartments:

*"Which do you prefer...the downstairs apartment with the pecan-colored carpet or the upstairs location overlooking the tennis courts?"*

### **4. SUMMARY**

Recap or summarize the prospect's needs, demonstrating how the apartment community meets those needs:

*"...to summarize, it appears that Inwood Green has everything you're looking for!"*

### **5. ASSUMPTIVE**

Take the position that there is no question about whether or not the prospect will lease.

Rather than asking for the lease, ASSUME it:

*"Phillip, while you are completing the rental application, I will be preparing your lease. Then we'll be set to move you in this weekend!"*

### **6. IF I COULD, WOULD YOU?**

Offer to do what it takes to overcome a prospect's objection, but only if he commits to take the apartment up front:

*"If I could convince the Manager to replace the carpet, would you take the apartment today?"*

### **7. URGENCY**

Imply a shortage of some sort to create urgency in the mind of the prospect to lease an apartment right now:

*"This is the first one bedroom located downstairs off the pool we have had in months. They don't often come available!"*

### **8. HOLD**

This "last resort" close should be used only as a prospect is walking out the door without leaving a deposit:

*"I know you really like apartment #234. It will go really fast. I can take the apartment off the market until 5:00 pm today with a \$50 Hold Deposit."*

### **9. INCENTIVE**

Use this close as your last card to encourage the prospect to commit:

*"And today only, I can offer half off on the deposit, if you complete an application right now."*

### **10. TEAM**

Two members of the office team use their combined skills to contribute to the closing of the rental prospect:

*"I could not help overhearing your concern about the rental rate. I had a prospect lease yesterday who had been to every community in this area. He leased here because he felt it was truly the best value."*

**ellis** | PARTNERS IN  
MYSTERY SHOPPING

Web: [www.epmsonline.com](http://www.epmsonline.com)  
Email: [sales@epmsonline.com](mailto:sales@epmsonline.com)  
972-256-3767 - 888-988-3767

Leading Nationwide Mystery Shopping for the Multifamily Industry Since 1984