

eLeads - The 'Here and Now'

Harnessing Your Internet Lead Potential

Did you know that **84%** of first time renters use the Internet in their apartment search and **94%** of all apartment shoppers feel that the Internet is a useful tool for finding an apartment? † Not only does the Internet continue to climb in popularity for apartment seekers, more potential renters are even conducting the entire lead through lease process online for their convenience! Grabbing these prospects' attention and doing it immediately is a **MUST** in today's market. If you want to maximize your results from your Internet marketing strategies, these tips can help.

- ⊖ **Respond to ALL eLeads** — According to *LeadQual*, **50%** of Internet leads are never followed. The average Internet consumer visits five websites, and completes three different web forms*. So if you are not following up with your Internet traffic, your competition certainly is!
 - ◆ Know exactly where all of your Internet leads are sent from, including every advertising and social media source that your community uses.
 - ◆ Check for leads via email or fax regularly throughout the day. Be sure to check your SPAM or Junk mail.
 - ◆ Create a system for tracking lead follow-up. Try to designate ONE member of the team to be responsible.
- ⊖ **Respond Quickly** — Timing is very important in responding to Internet leads. Of the **50%** that do get a response, **75%** of those wait more than 24 hours, when **58%** of Internet consumers choose the first company who responds* so make sure that it's YOU! Since **44%** of apartment seekers conduct their search outside the hours of 9 am to 5 pm*, check for leads first thing everyday.
- ⊖ **Don't Give Up!** — According to *Follow Up Success*, **48%** of sales people never follow up with a prospect, when only **2%** of sales are actually made on the first contact! Stay in touch with your prospect either via email or by telephone, but always follow up.
- ⊖ **Address Specific Needs** — No prospect wants to receive a generic answer to their specific questions or an unpersonalized e-brochure. They have already shown that they know how to get this information for themselves via the Internet! Talk about a specific apartment complete with price, features and date available that meets their needs, and always read carefully and respond to specific questions or concerns they might have. Your prospect will be more attentive if he knows you are truly interested in ensuring he finds the right place to live rather than just stating the obvious—(i.e. that you 'just wanted to follow up'), so remember their details and offer something 'new' each time you contact them.

Set Yourself & Your Community Apart!

Expect that your prospect is shopping other communities in your area, whether by Internet, phone or in-person and they are going to lease with someone! Sell yourself by doing the following every time:

- ◆ **Be the first response!**
 - ◆ Provide positive, on point, easily understandable information
 - ◆ Sell services, amenities, and location benefits that set you apart from the competition
 - ◆ Ensure the email is professionally written AND personalized
 - ◆ Use appealing adjectives (*thesaurus.com*)
 - ◆ Refer to your company website (if from another source or ILS) for photos and/or a virtual tour
 - ◆ Include your contact information (once in the body and again in your signature)
- ◆ **Follow up!**

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Statistics courtesy of:
LeadQual * RentShout †

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