

Responding to Internet Leads... THE BASICS

5 Initial Steps to Connecting “Better” With Internet Prospects

You are advertising on one or another of the big apartment Internet sites, but you can't seem to turn those leads into new Residents. And you are starting to wonder if these Internet prospects are just tire kickers rather than good, solid leads. Before you give up on finding new qualified Residents through the World Wide Web, consider these factors that contribute to successful Internet leasing. Check out the following steps and discover the *foundation* of effective Internet client response.



Take Inventory of Your Internet Advertising - Find out exactly which websites list your community in any form or fashion. Make sure you know what your online customers are seeing. Even if you are not paying to be on one of the “big” apartment Internet advertising websites, you may have some sort of free listings elsewhere. Check these websites to see if your property information is correct and up to date.



Determine How Each Site Advertises Connectivity to Your Community - There are three basic ways your Internet prospects can contact you from your Internet ads: email, telephone, or snail mail. Why not offer all three options, knowing full well that almost none will use the regular U.S. Mail. Are your local and toll free telephone numbers correct?



Make Certain You Have Good Internet Access - Would you advertise in the newspaper or phone book and not have a good telephone? Of course, not! Then why would you even think of advertising on the Internet and not have access to the tools you need to respond? Your Internet prospects like and want you to respond by email. While we strongly recommend both an immediate email and telephone call to every Internet lead; you can't leave out the email response. Full Internet access (preferably static connection through DSL or cable) will allow you to email your community e-brochure, e-floor plans and even a copy of your Resident e-newsletter.



Properly Utilize Internet Leasing and Communication Tools - In addition to your website, have appropriate email tools including, Internet navigational software, auto responders, template letters, e-brochures, and e-floorplans so you can work with rental clients located anywhere in the world. Remember, prospects who contact you by email usually prefer the same method of response.



Seek Training and Guidance - Are you clear about how to access your email? Can you quickly respond to Internet inquires with an appropriate and professional email? Do you feel comfortable communicating electronically? Don't wait for someone to offer assistance! Seek out the Internet training and direction you need to be most effective and productive.

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