



Welcome

How to create the ultimate
first impression

ellis | PARTNERS IN
MANAGEMENT SOLUTIONS

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Questions? Chat with us on twitter!
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TOPICS

The science behind *first impressions*

How to create a *great* impression

The power of *memories*

Final *tips*

RESIDENTS DON'T LEASE
APARTMENTS. THEY
DISCOVER SOLUTIONS.

Thought #1
The science



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What we value the most...

TRUST

If you are trusting and if you project trust,
people are more likely to trust you.

← Let them speak →

← Project empathy →

← Gather information →

Thought #2

Create a great impression

#1

First Impression

DRESS THE PART

#2

First Impression

SMILE

#3

First Impression

**DON'T PITCH
IMMEDIATELY**

#4

First Impression

**DISCOVER THE
PROBLEM**

Thought #3
The power of memories

YOU NEVER GET
A SECOND CHANCE TO
MAKE A FIRST IMPRESSION

The memory of an
EXPERIENCE





- Did I enjoy it?
- How did I feel at the end?
- How does it compare?
- What stands out?
- Did it meet my expectations?

WHAT CAN YOU DO?

What part of the experience are you measuring? How are you creating a positive memory? How can you add to her memories?



Thought #4
Final tips

“ I KNOW WHAT OUR RESIDENTS
WANT, BECAUSE I’VE BEEN IN
MULTIFAMILY FOR YEARS.”

MANAGE

expectations

**UNDER
REVIEW**

MUST ASK YOURSELF

Do we provide the right support to create an amazing impression and customer experience?



TAKEAWAYS


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Final *tips*

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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Register at epmsonline.com

Upcoming Webinar



How to keep up during
leasing season

Thursday, March 24
1:00 PM – 1:30 PM CDT

Register at epmsonline.com