



Welcome
Providing Value



ellis | PARTNERS IN
MANAGEMENT SOLUTIONS



Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Emotions vs *facts*

Get to know your *customers*

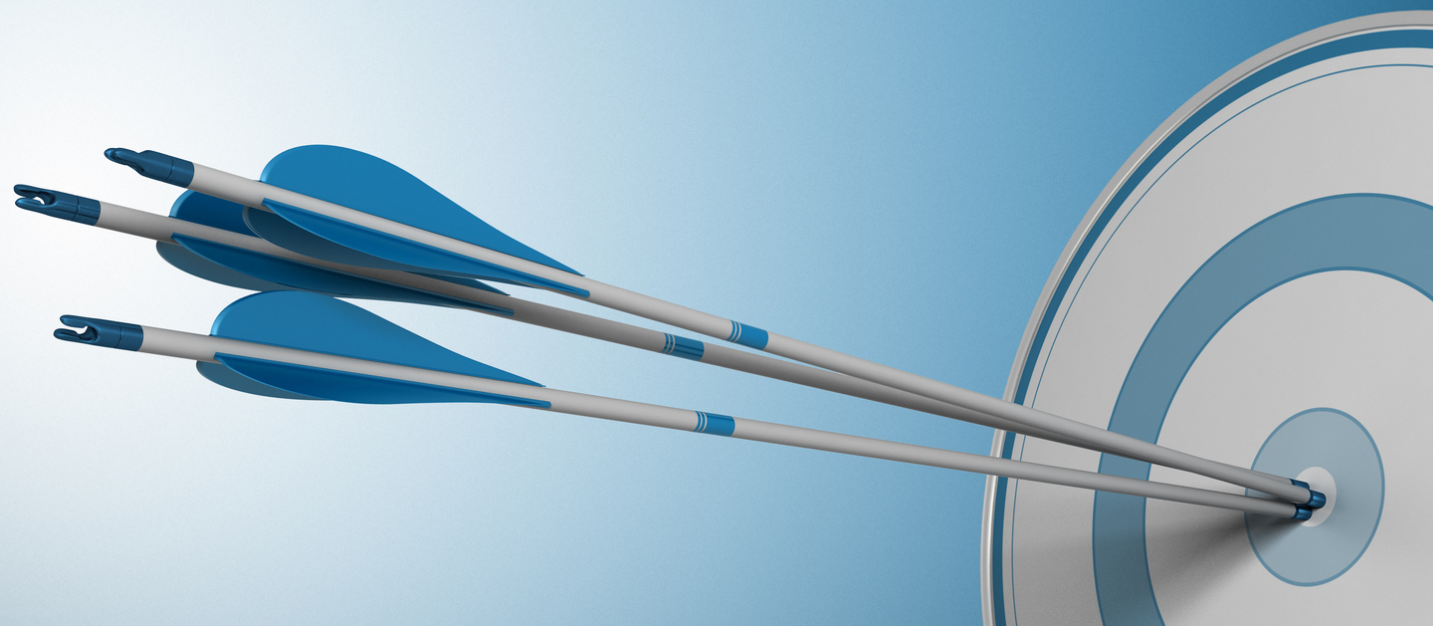
Communicating value

Emphasis on the CX

CUSTOMERS DON'T BUY
FACTS AND FEATURES.
THEY BUY SOLUTIONS
TO THEIR PROBLEMS.

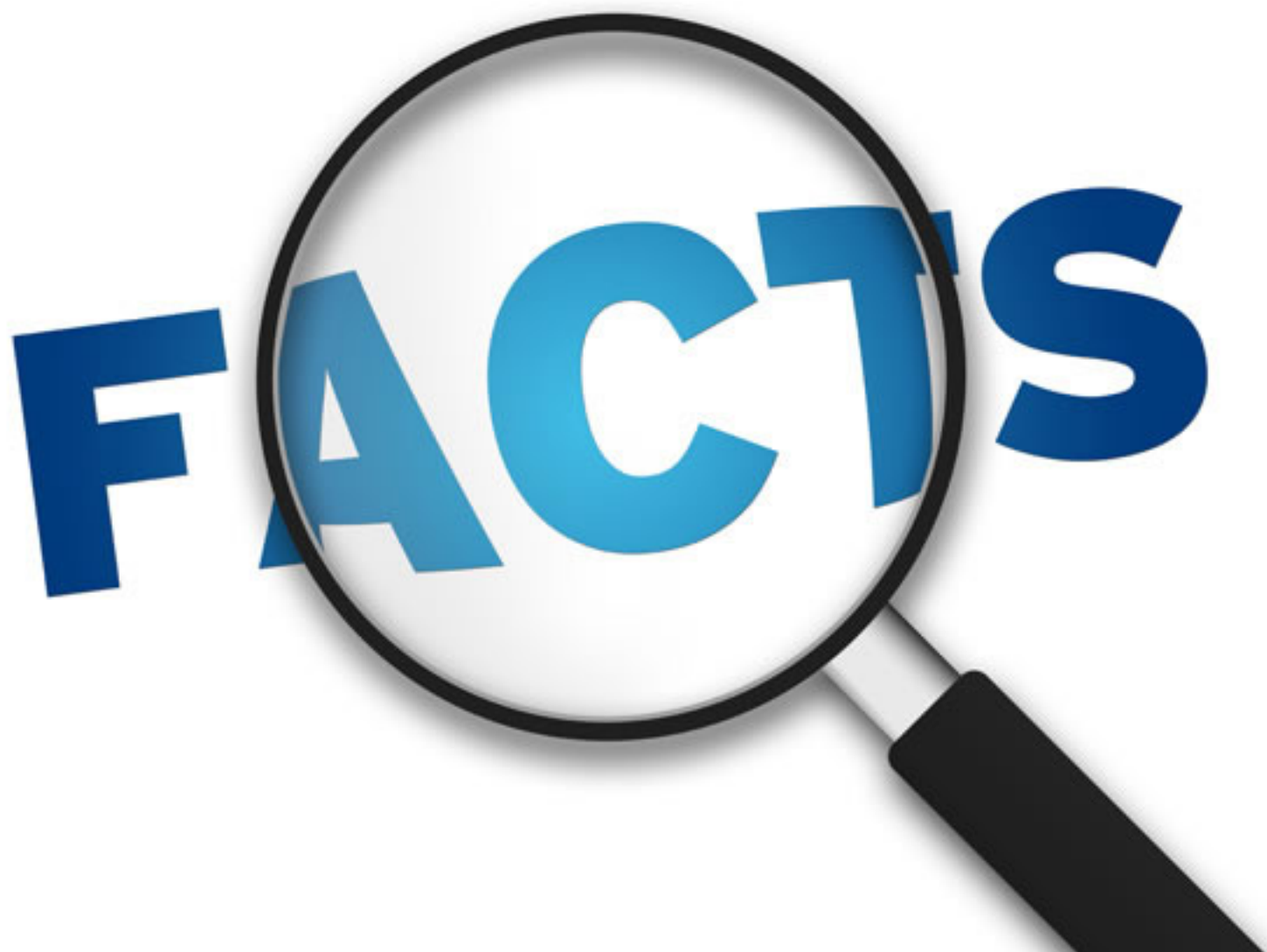
Thought #1

Emotions vs facts



People make decisions
EMOTIONALLY







Thought #2

Get to know your customers

Create a target market of
ONE

TIP #1



Don't assume the problem
the customer shared is
the real problem

TIP #2



There's so much more to
leasing than the presentation

TIP #3



Stop talking.
Listen...
To EVERYTHING.

TIP #4



Embrace the customer's
“discovery” phase

TIP #5



Don't jump to
conclusions

Thought #3
Communicating value

THE TRICK IS TO COMMUNICATE
VALUE THAT IS RELEVANT
TO THE CUSTOMER.



BE PREPARED

Know the facts + how to
communicate the advantage



Thought #4
Customer experience

PROVIDE

Incredible service

VALUE IS LONG TERM.

PRICE IS SHORT TERM.

TAKEAWAYS

Emotions vs *facts*

Get to know your *customers*

Communicating value

Emphasis on the CX



Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?



Naomi Bailey

nbailey@rentersvoice.com

rentersvoice.com

epmsonline.com

Register at epmsonline.com

Upcoming Webinar



How to Follow Up

Thursday, May 14

1:00 PM – 1:30 PM CDT

Register at epmsonline.com