



Date: 1/01/01

GUEST CARD

Name: Mickey Mouse

Address: 123 Disney Lane

Telephone: (H) (813) 555-5500 (W) (813)555-1100

Type of rental home desired: _____

How many will live in home: 2 people

Price Range (optional) \$750 - 900

Date needed: 2/01/01

Pets: yes, a dog named Pluto

Why Moving: new in town, job transfer

Comments: looking for quiet neighborhood, located near shopping and restaurants

How did you hear about us?

Referral

Newspaper

For Rent

Yellow Pages

Other _____

Flyer/Brochure

Locator Service

Appointment scheduled: 1/03/01

Listen to the prospect. Understand their needs and adjust your conversation around their needs. If they are not clear, then ask questions designed to help discover what is most important to them. Get their full name. It's hard to connect with someone and discover their needs without first getting to know their name.

Sample Questions:

1. "May I ask your name please?"
2. "And your name is?"
3. "I apologize. What did you say your name was?"
4. "Sir or madam, your name is?"
5. "When are you looking to move?"
6. "What size home are you looking for?"
7. "Are you new to the area?"

Try and only get the information you need right then and there. You can get all the other details once the prospect commits to an appointment to see your rental unit.

Be clear that the prospect knows how to find your rental unit. Always be ready to provide clear directions. Also explain to the prospect how they will benefit from setting an appointment with you to see the rental unit.

Sample Explanations:

1. "We will be able to a one on one conversation with no interruptions."
2. "You will be able to better plan your day knowing exactly how long it will take to see the rental unit. Making an appointment means I will be available and ready to show the unit so you won't have to wait!"