

Reel Em' In

Good Call – 75 minutes

Mission Statement: 3 minutes

Our mission is to create authentic connections and build meaningful relationships with prospective residents. We believe in the power of kindness, attentiveness, and genuine care, drawing inspiration from the principles of *The Fish Philosophy*. By embracing an enthusiastic and positive approach to every conversation, we aim to make prospective residents feel welcome, valued, and heard. We are committed to creating a friendly, supportive environment where each interaction fosters trust and mutual respect, paving the way for future happy residents who feel at home and excited about their new community. Together, we make friends, build lasting relationships, and help others find a place where they truly belong.

Bingo Ice Breaker: 10 minutes

We will have box full of “facts” that we have created. We will go around and hand each person a fact. Everyone will then go around the room and ask open ended questions to guess the other persons fact. If they guess the fact, they would get Bingo spot. First 3 people to get a Bingo will win a prize.

Video: 3 minutes

[SNL Communication](#)

Dress:

Magellan Outdoor Shirts

Prizes:

- 3 Bingo Prizes: 3 gift cards
- Hand out Gold Fish and Swedish fish throughout class for those that participate

Bad Call to listen to: 7 minutes

- Bad Call: Play call- Katie & Jeanette
- Go over the call and ask the class their thoughts.

Fail Role Play – 10 minutes

Fail Role Play:

Agent:

- There is a 3rd floor available for immediate move-in which is a pool view, and lower-level residents have voiced concerns about noise above them.
- There is also a 2nd floor available that this is facing the parking lot but has not had noise complaints.

- Market is \$1,745 for a one bedroom and can do up to \$300 off
- Currently have 8 apartment communities that we are competing against

Prospect:

- Has to have a 1st floor for ASAP, open on bedrooms if other criteria are met.
- Wants a pool view, does not want to face the parking lot as they do not like headlights from the vehicles going in their apartment window
- Picky on the noise level from upstairs
- Leaving your current apt on first floor because of noise issues above and has a parking lot view
- Cannot go over \$1,300, would stretch to \$1,450 for ideal home.
- A manager at Chik Fila, makes \$4,500 gross monthly
- Very analytical has a list of apts to go and look at

Did they ask?

- What is your reason for not applying now?
- What is the reason you need a 1st floor?
- Where are you moving from and why?
- What other features or amenities are you looking for?
- Who is the apt for? If roommate, did they get their name.

Who passed the Role Play? **Call on 2 different groups if no one is responding.**

- **How did the role play pan out?**
- **How could you have worded your questions differently?**
- **How could you have turned around their objections?**
- **Ask the prospect what could the agent have said to get you to lease?**

What Can Make a Bad Call: 5 minutes

- How do we get off on the wrong tone and how do prospects potentially start off with a “wrong” tone?
 - Agent:
 - No self-introduction or ice breaker.
 - Asking primarily yes/no questions that can limit how much the prospect talks.
 - Doing simple Q&A without asking follow-up/exploratory questions or building excitement around their hot points.
 - They have a partner/child but don’t ask their name, work or school/grade, what their preferences are. Then, emphasizing amenities (e.g. playground), proximity to a job, or extra space/business center if they work remote.
 - They have a dog, but we don’t ask its name, type, or emphasize an on-site dog park or great walking trails/parks near our community.
 - They say they are relocating for work and we don’t ask what they do or where they work.

- They say they are moving from out of town but we skip right over that.
 - Only answering the prospect's questions without asking our own open-ended/engaging questions
 - No excitement or urgency.
- Prospect:
 - If they start off right away asking what the price of a 2x2 is?
 - **Ask the class:** How can you overcome that?
 - **Potential Response:** I would be more than happy to help you with that! Again, my name is (insert), may I ask who I'm speaking to today? (insert ice breaker). Since we do have several floor plans at our community, tell me a little bit about what you're looking for in your new home at XYZ Apartments?
 - They state only make \$3,500 a month?
 - **Ask the class:** How can you overcome that?
 - **Potential Response:** Similar start to above, and then ask if anyone else moving in, would there be a potential roommate situation?
 - **Emphasis:** don't immediately write off a prospect that might not immediately qualify like this! If you treat them right and help them, even if it's referring them another direction in the end, they will hopefully remember the way you made them feel and will return when their situation changes. Or, they do qualify, choose a different community, but then return because they feel like they made the wrong choice.
 - They start off the call by saying they have bad credit?
 - **Ask the class:** How can you overcome that?
 - **Potential Response:** probably similar to above, figure out what their situation is, and potentially advise if they apply and we run their information to see what comes back.

FISH! and Our Leasing Presentations: 7 minutes

- How can we incorporate the four FISH! Philosophies into our calls and leasing presentations?
 - Choose Your Attitude
 - You get to pick your attitude when picking up every call and greeting everyone coming into the office. Others can also feel when a person has a bad attitude, and it effects everyone around them.
 - Play
 - Work to have a light-hearted conversation while gathering details about them.
 - If touring, get them involved by opening doors, turning on plumbing/appliances, generally interacting during the tour.
 - Make Their Day
 - Once you have gathered the information about the prospect, you can emphasize everything about your community and how it can fit their needs/wants/interests.
 - Don't have a cookie cutter presentation – make sure you are making it unique for each individual you interact with and what their preferences are!

- Don't judge based on any negative feedback or info they provide; even if they don't "qualify", they may one day and/or they may refer people to you.
- Be There
 - Actively listen to the responses the prospect is giving you.
 - Ask follow-up questions on hot points the prospect brings up.
 - From out of town – where from and what's bringing you to the area? Have you ever visited "San Antonio" before? What drew you here?
 - Pets – we love pets! What type are you bringing with you? What's their name(s)? How long have you had them? We have excellent amenities for our four-legged friends on-site including... (get their details first before presenting the community benefits)
 - Roommate/spouse/child(ren) – what are their names? Where do they work? Where will your kids go to school/grade?

Good Call to listen to: 7 minutes Good Call: Play call- Chloe & Ryan

-Ask the group what their thoughts on the call were. Did she make a friend? Did it sound like she genuinely cared and spent time with the prospect? Where could she have improved (keeping in mind this was a very good call, but we can always use improvements!)?

What Makes a Good Call and Making a Friend: 15 minutes

- How does one start a good call?
 - Be prepared – have your availability ready at all times!
 - Smile! – putting a smile on your face presents a naturally positive and upbeat tone.
 - Avoid distractions – give the caller your 100% focus to ensure you're picking up all of their details!
 - Ice breaker – get the caller comfortable talking with you! What are some unique ice breakers you use?
 - How is your day going?
 - How did you hear about us?
 - What is bringing you to this area?
 - How are you handle the cold weather?
 - How is your apartment search going?
- What are some of the "non-verbal" things you should be doing throughout the call?
 - Active listening.
 - Not ignoring their questions. Recognize them and make sure they get addressed if you're not answering them immediately (e.g. price at the beginning)
 - Be patient and follow their personality. Understand some people need more/less time than others.
- How does one transition smoothly through an ice breaker?
 - Ideally, if one is engaging well, they can gather a lot of personal details about the caller in the first 2-3 minutes of the call and then transition into questions about their preferences in the home and community.
 - Do a follow up after the ice breaker, almost like having a 2nd follow up.
 - What's bringing you to the area? > That's so exciting! Where will you be working at? > Congratulations! And who all will be moving with you? > (engage

about SO/roommate/pet) > Well we hope everyone is looking forward to calling ABC Apartments Home! Could you tell me a little bit about what you all are looking for in your new apartment home in our community?

- What are some of the techniques or questions you ask to help keep conversations moving throughout the call?
 - o How often have you been to the area before?
 - o If local, where are you moving from and what's prompting the move? What did you really like/dislike about your current community?
- By a show of hands, who has updated their own list of engaging questions or made sure the team did theirs in the last 3-6 months? What are some of the unique engaging questions you use to make a call more playful or unique?
- Along with above, what goes into a good call and making a friend?
 - o Making a friend and "building that relationship" is the main thing. But we also want to get them excited to come out to our community
 - o We get the prospect talking for 75-80% of the time at least at the beginning of the call. Along with making a friend, we want to learn their needs/wants/preferences and gather information to cater our presentation specifically for them.
 - o Get their hot points and ask follow-up questions on them. Focus on those items throughout the call to keep them engaged.
 - o We want to sell them our community, which will include over coming objections
 - o Stress urgency and get them to lease sight unseen (offering the application online)
 - Even if you have larger availability, if you're able to effectively engage with the prospect, you can narrow in on 1-2 choices to build urgency around.
 - o Going above and beyond
 - Not just sending them a video but offering to do a FT tour with them.
 - o Making them laugh and feel like they matter
 - o Going out of their way to ensure the caller that they will be taken care of if you are not at the office to tour them the day of their appointment

Pass Role Plays: 10 minutes

Goal is to ask open ended question. Facilitators will be walking around to ensure the class is asking engaging and open ended questions. Once they are finished and the call is over, raise your hand.

Pass Role Play:

Agent:

- Has a 2x2 with sunroom available for \$2,150
- Has a 3x2 open for \$2,350
- 2x2 Market is \$2,150 but you can do down \$200, the 3x2 market is \$2,350 and you can go down \$250
- Your community has amenities such as swimming pool, 24-hour gym, resident clubhouse, dog park, etc.

Prospect:

- Ideally wanting a 3x2 for your spouse, child, and dog.
- The extra 3rd room is an office.

- You're open to a 2x2 if the agent engages and can provide community benefits to overcome having an office in the apartment. – DON'T GIVE THIS TO THE AGENT UNLESS THEY ASK IN AN OPEN ENDED QUESTION
- Budget is \$1,900 but can stretch to \$2,000 if all criteria is matched and you felt like the agent was trying to make a friend
 - ** Keep track of how many open-ended questions, keep a tally
 - You would lease/tour if they engaged and asked:
 - Why you needed a 3x2
 - Where and why are they moving from
 - What other features or amenities are you looking for?
 - Who is the apt for? Did they get their names?

- Who passed the Role Play? Call on 2 different groups if no one is responding.

- What questions did you ask to pass?
- Ask the prospect, did the agent ask 'yes' or 'no' questions?
- Ask the prospect, what did the agent learn about you?
- Ask the agent, did you find it hard to ask 'engaging questions' or do you think it flowed along with the call.

Video and End of Class Summary: 4 minutes

<https://www.tiktok.com/@claytonfarris4ever/video/7292837268765658411>

Thank you everyone for sharing your thoughts today. We hope this roundtable gave you a better idea of what a successful call should sound like. The main goal is always to build a connection and make a friend. This can done by asking open-ended questions and really listening. We hope you leave with some fresh ideas to apply moving forward.

Matt:

Print 50 Bingo Cards

Snack size gold fish, Swedish fish, gummy worms

Print role plays for both classes

Office:

Print facts for Bingo x2

Redo the call with Katie and J

Get 6 gift cards

Water figet toy 12 per classroom

Fish Game 4 per classroom