

Elements of a Good Leasing Book

A leasing book is a valuable tool while you are out on-site or on the phone - have everything with you!



INTERIOR PHOTOS

You may not be able to show a vacant interior to a prospect. Color photos of past models or furnished corporates are the next best thing!

FLOOR PLANS

What if they want something bigger? You may have left the brochure back at the leasing office, but you can provide more personal attention and explain the features while in a vacant or your model.

NEIGHBORHOOD FACTS

What is the closest elementary school? How about the movie theatre? Where can you pick up great Lo Mein noodles? All these details should be at your fingertips.

COMMUNITY FACTS

When were you constructed? What sort of siding material? What other properties do you manage? These questions will come up - have the answers in your leasing book.

EXTERIOR PHOTOS

Can't see the courtyard because it is covered with snow? Digital photographs taken when it's beautiful can help you sell when it's not.



Sample Leasing Book

FURNITURE SIZE CHART

How many times do you get the question "how big is a king size mattress?" Why not have that information at your fingertips? Include a list of popular furniture pieces and their typical dimensions so you can overcome objections right on the spot.

FAIR HOUSING POSTER

Keep a copy of the fair housing poster so you can refer to the law or explain it when you get tough questions - you can even have a few extra copies to provide to people who persist.

The Apartment Guy

Professional Seminars Property Marketing