

How to Use the Guest Card

A leasing professional fills out the guest card to establish rapport, get crucial information and so much more!



ESTABLISH RAPPORT

The guest card is designed to get things going. All of the questions you have to ask are necessary to help the prospect find exactly what they want.

Sample Guest Card

Community Guest Card

PROSPECT INFORMATION: Please ask for a photo ID and complete the following questions



Guests Name: _____ Today's Date: _____ Consultant: _____
Address: _____ State: _____ Type of ID: _____ Number: _____
City: _____ Zip: _____ Country: _____
E-mail: _____ Employer: _____
Phone: _____ Other: _____
Reason(s) for Moving: _____
Special Requirements: _____
Requested Amenities: _____
Size Apartment: _____ Total Occupants: _____
Move-In Date: _____ Decision Date: _____
Price Range: _____ Pets: _____ Weight: _____

TRAFFIC SOURCE: How did the client hear about our community? (Check all that apply)

In a print publication?

   

In the newspaper? 

Resident or Locator referral?

Or some other source?

On the Internet?

 

 

 

 

Other Internet? _____

View more samples at www.theapartmentguy.net

PROTECT YOURSELF

Some of the details on the guest card are for your security and protection, such as the full name and a form of identification. Ignore them at your peril!

PROTECT YOUR COMMISSION!

How else can you prove that you toured a prospect than with a completed, dated guest card? Don't let that sale go to someone else!

FAIR HOUSING

Consistency is key! The only way you can insure that all prospects are treated the same is for you to ask them the same questions, every time!

FIND OUT WHAT'S WORKING!

Where the lead comes from is essential for your property and budget - be sure you know what marketing sources are bringing you business! Redesigning your cards? Include all potential sources - even ones you do not use. You never know when things might change.

GET A METHOD OF FOLLOW-UP

You can't always close on the first visit - be sure to get contact details so you can keep in touch with this prospect until they lease!

The Apartment Guy

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