

Converting Leads to Leases

Apartments.com sends you highly qualified leads by email, fax or toll-free number. Hot Leads have just toured your community online – they have seen your photos, floor plans, amenities and possibly taken a virtual tour. They are ready to take action!

By the time they contact you, Hot Leads have usually narrowed down their choices to 2-3 communities that meet their requirements. Be the first to reach them! It is best to contact leads within 1 hour of initial contact and no more than 24 hours. Remember, online renters want and expect quick access to information and a timely response.

Exercising good follow up with Apartments.com leads will increase your chance of securing the lease. After you speak to them, send them a postcard or invite them to an event. The more creative you are, the more likely they will remember you.

Hot Lead

To: <vCGfieldValue(To)>;
<vCGfieldValue(To)>;
<vCGfieldValue(CommDate)>;

Here is another Apartments.com Hot Lead!

This prospective resident saw your community's ad on Apartments.com and chose to contact you directly to learn more about renting an apartment from you. Please respond within 2 hours to reach the renter while your community's ad is fresh in his/her mind. We look forward to sending you many more Hot Leads to help fill your vacancies!

Renter Information

Name = <vCGfieldValue(FirstName)>; <vCGfieldValue(LastName)>;
Address = <vCGfieldValue(Address)>;
City = <vCGfieldValue(City)>; State = <vCGfieldValue(UserState)>; Zip = <vCGfieldValue(Zip)>;
DayPhone = <vCGfieldValue(DayPhone)>;
EveningPhone = <vCGfieldValue(HomePhone)>;
EmailAddress = <vCGfieldValue(EmailAddress)>;
Preferred contact method = <vCGfieldValue(contactmeth)>;

Move Date

Date = <vCGfieldValue(Month)>; <vCGfieldValue(Day)>; <vCGfieldValue(Year)>;

Comments

<vCGfieldValue(Comments)>;

Apartment Criteria

<vCGfieldValue(State)>; State = <vCGfieldValue(State)>;
<vCGfieldValue(PropCity)>; Property City = <vCGfieldValue(PropCity)>;
<vCGfieldValue(Area)>; Area = <vCGfieldValue(Area)>;
<vCGfieldValue(Community)>; Community = <vCGfieldValue(Community)>;
<vCGfieldValue(Rent)>; Rent = <vCGfieldValue(Rent)>;
<vCGfieldValue(Bedrooms)>; Bedrooms = <vCGfieldValue(Bedrooms)>;
<vCGfieldValue(Bathrooms)>; Bathrooms = <vCGfieldValue(Bathrooms)>;
<vCGfieldValue(Amenities)>; Amenities = <vCGfieldValue(Amenities)>;

CUT HERE & STAPLE TO YOUR COMPANY'S GUEST CARD

Guest Information Card
Source:

After setting up the guest's appointment, please complete the following information:

Name: <vCGfieldValue(FirstName)>; <vCGfieldValue(LastName)>; **Today's date:** _____

Day phone #: <vCGfieldValue(DayPhone)>; **Evening phone #:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

E-mail: <vCGfieldValue(EmailAddress)>; **Preferred contact method:** _____

Move date: <vCGfieldValue(Month)>; <vCGfieldValue(Day)>; <vCGfieldValue(Year)>;

Interested in: Rent: _____ Bedrooms: _____ Bathrooms: _____ Furnished Unfurnished

of pet(s): _____ **Type of pet(s):** _____

Amenities: _____

Reason for moving: _____

Comments: _____

For office use: Appointment date: _____ Appointment time: _____

Detailed contact information gives you the ability to respond immediately

A move-in date helps you determine availability and promote seasonal specials

Comments may provide unique information about the renter and key questions that help you customize your response

Apartment Criteria shows the specific amenities or models that interested them in your community. Use these as hot buttons and elaborate on those features to close the sale.

Write-up about Guest Information Card.