

Sales Funnel

CLIENT ENGAGEMENT

Children of Aging Parents / Senior Citizens – Independent / Current Lessee – Retention

AWARENESS

- **Website** – Pop-up “Join our Community Newsletter” – capture email address
- **Online chat** for immediate response – sales follow up within 24 hours
- **Social Media** – Photos of Active Seniors (Water Aerobics, Tai Chi, Dominoes, Computer Lab)
- **Referrals** – Website and Social Media Tenant Testimonials / Current Lessee Incentive
- **Senior Seminars** – Teach Seniors Social Media, Invite Seniors who are new to the area to a seminar about the beauty of the nature coast and all it has to offer.
- **Consistent Marketing & Branding** - Billboards / Television Advertisements / Online Ads / Signage / Now Leasing Flags

INTEREST

Leasing Welcome Center - Warm Welcome & Hospitality – Treat the Guest like Family

- **Model Center should be the first “impression” of the community:** Reinforcing images of the apartment home floor plans with staged apartment photos, and a community amenities list. If a prospect is waiting to have the tour, they can be “sold” on the beauty and value of the community before beginning the tour. Have a coffee table in front of the couch in the waiting area with little snacks, candies, and brochures to look through. Treat them as a guest in your home.

Leasing Professional or Director of First Impressions, steps out from around the glass enclosure to greet the guest.

Engage the guest with a handshake and a Leasing Professional business card.

- **Have a comfortable seating area to gather complete guest information on a contact card** for a follow up before taking the tour. Specifically, how they prefer to be contacted; text, email, call, etc. (Obtain a complete mailing address for a Thank You Card follow up).
- **Before beginning the tour** offer guest a mini bottle of water with the Hunters Ridge logo on it.
- **Present Hunters Ridge Apartment Homes Pocket Folder with Marketing Collateral**
- **Show the Reserve first** so the potential tenant can be brought back into the leasing office to sit down, review what they have seen, ask questions, or complete the Rental Application and provide a deposit.

NEEDS ASSESSMENT

Needs Assessment by the Leasing Professional:

Children of Aging Parents - Appealing to the Adult Children Caregiver Audience

- **Adult children** are often major decision-makers or influencers for their parents.
- **Empathize.** Demonstrate how Hunters Ridge can provide value to them and/or their senior family member.
- **Acknowledge** that they carry a lot of responsibility and offer opportunities to help them save time, money and provide their loved one with a friendly, enjoyable, and safe, community living experience to meet all of their needs.
- **Provide information** about the community amenities so they feel confident about their decision to choose Hunters Ridge Senior Apartment Homes.

Needs Assessment by the Leasing Professional:

Senior Citizens – Independent & Living their Golden Years

- **Everything is included in the rent except electric!** All newly remodeled interiors with various apartment home layouts and price points to meet everyone's needs.
- **Free & Reduced Transportation** to a wide range of shopping centers, doctors, etc.
- **An abundance of community amenities** and optional Concierge Services.
- **Responsive on-site service team** for maintenance free living and resident client service.
- **All ground floor apartments**, safe gated community with reserved and guest parking close to your door-step.
- **Active community social calendar** with recreational and educational activities programs,
- **Standard Safety Features** include shower / tub grab bars, concrete construction and fire walls between each apartment for added safety and sound-proofing.
- **Pet Friendly.** Companions of senior citizens are treated like family!

Needs Assessment by the Leasing Professional:

Current Lessee

- **Make service a top priority** through rapid acknowledgements and response times for apartment maintenance.
- **Provide a welcoming and available atmosphere** at the Leasing Office.
- **Conduct regular tenant surveys** as a safe means of communication for anonymous feedback and suggestions.
- **Increase the Tenant Referral Bonus** from \$50.
- **Make tenants feel special** by sending signed birthday and Christmas cards.

CONVERSION / DECISION

People make decisions because it feels right. Decisions are emotional, not logical.

Decision – Lease Application / Remain as a Resident

- Using needs assessment remind prospect of benefits.
- Comfortable setting for continued conversation. Have a lease application ready.
- Get a commitment: ask them to complete the lease application (take deposit to hold the apartment).
- Remind the prospect that you are showing the **rental unit** to additional prospects

FOLLOW UP / RELATIONSHIP

- Enter prospect's information into a CRM as a reminder to follow up at set intervals. Thank you card, text messages, etc.
- Send a hand-written Thank You card immediately after giving the tour or securing the prospect.
- Let them know they are important and can reach out at any time even if they are not tenants yet.