

10 Things

Every Leasing Professional Should Know

1. You Are Never Rejected. “If you are a true professional and are doing your best, you never will be turned down. A customer might like another community better for a variety of reasons, such as price, location or amenities. Just keep your chin up and try again.”

2. You Are Lucky. “You don’t have to make outbound cold calls to get customers, like I once did when I worked in telemarketing. Your company or community pays for advertising and promotions that bring customers to you.”

3. Treat It Like You Own It. “I once leased for a small company where I had to clean vacant apartments before the office opened to make them presentable for showing. If this is you, don’t resent it—be proud of yourself for going the extra mile.”

4. Be Better, Not Bitter. “When times are slow, do everything you can to generate your own business. Talk with current residents about possible referrals. Do outreach marketing. Learn by shopping the comps.”

5. Have a Mantra for Bad Days. “Every leasing professional will have a few really rough days—busy with walk-ins, messed-up move-ins, angry phone calls and more. Take a breath and use a mantra. I personally like, ‘Now is not forever.’”

6. Keep the Good Boss. “If you have a boss you like and one who helps and teaches you, don’t jump to the next job just because it pays more money. A truly great supervisor is hard to find and worth more than a few extra dollars.”

7. Get Mileage. “Good manners go for miles. When someone says, ‘Thank you,’ respond with, ‘You’re welcome,’ not ‘No problem.’ Of course it’s not a problem! Don’t interrupt customers or residents when they’re talking. Open doors for people. Introduce people to each other the proper way. Being polite shows that you are a class act.”

8. Help and Help Again. “No matter how you feel about a co-worker, help his or her customer. Don’t complain that it’s not your lease or your commission. A customer or resident should always be treated like gold—and you’ll look good.”

9. Save Your Money. “When commissions are good, bank your extra dollars. I’ve seen leasing professionals buy cars or new wardrobes in the summer when times are good—and then they’re crying in the winter.”

10. Look Beyond Bucks. “The best thing you get from leasing is not pay. It’s the incredible skill-building you gain from the great variety of people with whom you interact. You learn how to influence others, regardless of their backgrounds, cultures or preconceived notions. These are savvy people skills that will help you in any profession.” ■

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