



# The Power of Leasing Enablement: Re-Energizing Your Sales Team

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In today's competitive landscape, attracting and retaining top residents requires a highly motivated and skilled leasing team. But with the constant influx of information and ever-changing renter demands, keeping your team sharp can be a challenge. This is where leasing enablement comes in.

Leasing enablement is a strategic approach to equip and empower your leasing team with the knowledge, skills, and tools they need to excel in their roles. It's about transforming them from simply processing applications to becoming successful salespeople who can effectively convert leads into happy residents.

In this ebook, we'll uncover three leasing enablement strategies that support and supercharge your sales team, along with ways technology can be used strategically to enhance the leasing process.

## 3 Leasing Enablement Strategies That Re-Energize Your Sales Team

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### 1. Preboarding That Makes a Difference

In the multifamily industry, distinguishing between preboarding and onboarding is essential for effectively integrating leasing agents into their roles. Both are essential for equipping teams with skills to build rapport, understand needs, and convert prospects.

A well-designed preboarding program lays a strong foundation and goes beyond simply familiarizing new hires with the property. It involves early engagement strategies that prepare new leasing agents before they officially join the team — such as sharing information about the company's values and culture and providing access to essential tools and training materials — and should equip leasing consultants with the product knowledge, industry trends, and company culture needed to hit the ground running.

Onboarding, on the other hand, begins on a leasing agent's first day and focuses on detailed training in leasing procedures, compliance requirements, customer service protocols, and property-specific operations. It also involves introducing agents to their team members and familiarizing them with processes crucial to their daily responsibilities.

Differentiating between preboarding and onboarding ensures comprehensive job readiness and integration and helps enhance agent retention, productivity, and overall operational efficiency. By investing in your team's development from the start, you foster confidence and set them up for long-term success.



## 2. Bridging the Gap: From Order Takers to Sales Superstars

Many leasing teams fall into the trap of simply processing applications, becoming order takers rather than salespeople. Leasing enablement bridges this gap by providing ongoing training and equips your team to effectively convert leads into loyal residents.

Critical ongoing training opportunities should include:

- Sales methodology training
- Objection-handling techniques
- Effective communication strategies

By honing employees' selling skills, your team will be able to understand renter needs, build rapport, and confidently present your property as the ideal solution. Enabling leasing agents to become sales superstars involves a fundamental shift in mindset. It involves transforming their view of their role from passive processors of applications to proactive drivers of lease conversions.

This shift empowers agents not simply to react to inquiries but to strategically guide potential renters through the decision-making process. By embracing this proactive approach, leasing agents can influence the outcome more effectively, ensuring a higher rate of lease conversions and overall success.

“Leasing agents today are more like order takers. They are short on sales training and offer concessions as a crutch.”

**Ronald Harrington**, MA, CAM, CALP  
Training Manager, 29th Street Communities



### 3. Leverage Technology To Enhance the Experience

Training is a critical piece of the puzzle, but leasing enablement isn't just about training. Technology plays a pivotal role in streamlining the leasing process and empowering your team.

In addition to empowering your team with effective training content, it's crucial to proactively assess their performance to understand where more support may be necessary. Mystery shopping — a research technique companies use to evaluate the quality of their customer service, adherence to protocols, and overall customer experience — provides multifamily property owners and managers a powerful tool to do just that.

Because mystery shopping offers insight into the actual renter experience, it highlights what's working and what's not, enabling leaders to apply time and resources where they're most needed. Mystery shopping shouldn't be seen as a punitive tool to catch someone's mistakes but rather as leveraging the shop to inform your future training needs.

In that way, an ongoing mystery shopping program, particularly one that blends technology with assessment best practices, becomes an enablement tool that can bridge development gaps and meet your leasing team's long-term learning needs. Equally important, technology tools that allow for virtual tours, self-guided showings, and online applications are essential to free up your team's time to focus on building relationships and closing deals.

By embracing leasing enablement, you invest in your team and your property's future. A well-trained and empowered leasing team is a powerful asset, driving higher occupancy rates and resident satisfaction that, ultimately, build a thriving community.



# The Opportunity To Win

The multifamily housing market is fiercely competitive, and every lead counts. To truly thrive, property owners need to empower their leasing teams to convert leads into loyal residents. It requires going beyond basic tours and applications, and here's where the concept of "opportunities to win" comes into play.

Because let's face it: Not all leasing consultants are created equal.



The top **1%** of leasing professionals consistently exceed expectations and share a common thread — they understand that exceptional service is the key differentiator.

These sales superstars leverage technology to enhance the leasing journey, not replace human interaction. **Here's what sets them apart:**

- **Closing Champions:** They understand the power of a clear call to action. They ask for the sale at the end of the tour, presenting a compelling reason for the prospect to choose your property.
- **Follow-Up Fanatics:** They recognize the importance of staying top-of-mind. They follow up promptly after tours, addressing lingering questions and re-emphasizing the property's unique value proposition. This persistent yet professional approach can tip the scales in their favor, especially when prospects are considering multiple options.
- **Masters of Connection:** They go beyond simply showcasing an apartment. They build rapport with potential residents, understanding their needs and desires. By tailoring their approach and highlighting how the property fulfills those needs, they create a strong emotional connection that fosters trust and, ultimately, a successful close.

“When responding to prospects, simply using their name on the email is not an ideal example of personalization. You have to do more than that. Listen to what they want and respond and mention that in the reply.”

**Kristi Fickert**  
VP of Enterprise Growth, Realync

## Technology: Friend or Foe?

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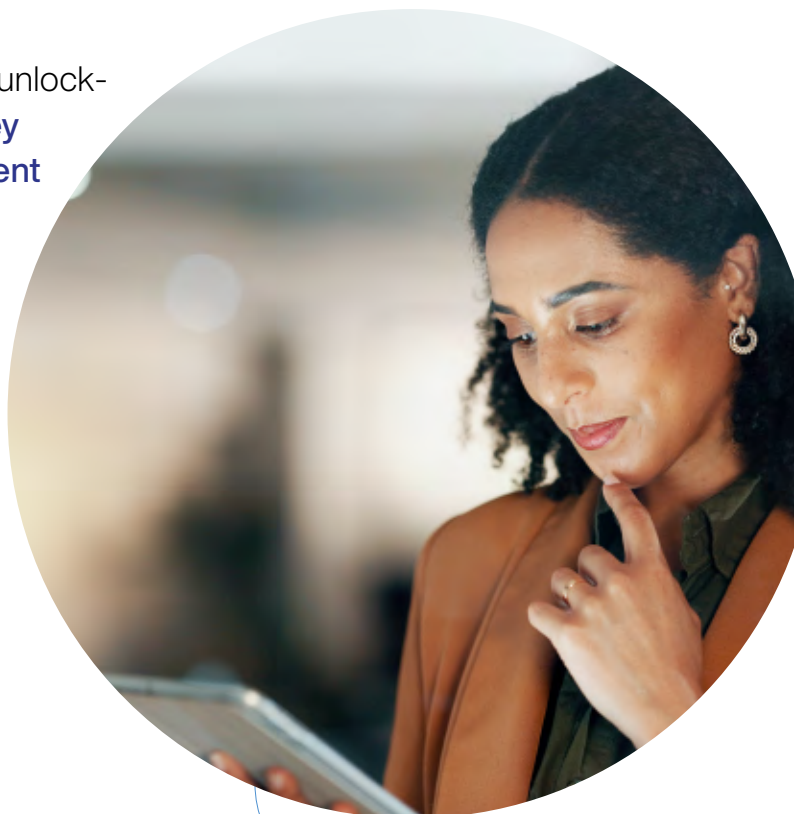
Technology can be a powerful weapon in the leasing consultant's arsenal, but striking the right balance is essential. While online applications and virtual tours can streamline processes and generate leads, they can't replace the human touch.

Overreliance on technology can lead to impersonal interactions and missed opportunities. The key is to use technology to enrich, not replace, the human element.

Here's how it can be leveraged to enhance the leasing process:

- **Streamlining Applications and Tours:** Online applications and scheduling tools save time, allowing leasing consultants to focus on building relationships and closing deals.
- **Data-Driven Insights:** Besides mystery shopping, survey solutions like KingsleySurveys offer comprehensive survey tools and trusted industry benchmarks proven to increase property performance and NOI.
- **Interactive Marketing Tools:** Virtual tours and 3D floor plans allow prospects to explore the property remotely, generating interest and sparking initial engagement.
- **Proactive Online Reputation Management (ORM):** A robust ORM solution helps you seamlessly manage your online reputation while driving prospects to your community.

Empowered leasing consultants are essential to unlocking your property's full potential. **However, the key takeaway is this: Technology is not a replacement for the human skills needed to close deals.**



## Are You Coaching Your Teams for Sales Success?

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Coaching is vital in developing high-performing leasing teams. It ensures your team members have the skills and confidence to excel in a competitive market. Unfortunately, it's often an overlooked element of employee development.

Effective coaching, coupled with targeted training and practice, helps guide a leasing agent's growth and bring out the best in their skills. Through personalized guidance and constructive feedback, coaching ensures leasing agents continuously improve and adapt to market demands.

In practice, it's attention to the small details that make the most significant impact. For example, understanding the need for follow-up, measuring that performance, and then coaching to improvement leads to higher conversion.





# Mastering the Art of a Well-Timed Prospect Follow-Up

There's a fine line between giving someone space to make a decision and making them feel forgotten. Alternatively, it's important not to pester a prospect to the point they turn away.

In "The Science of Selling Apartments: How Data Drives Leasing Performance," Ronald Harrington (CAM, CALP, and Training Manager at 29th Street Communities) shared results from his 2023 independent mystery shopping study that underscores the need for focused coaching. Of the 101 random mystery shops he conducted across the U.S., only 11 leasing agents asked him if he wanted to apply after the tour, and just 49 followed up within 24 hours.

These results highlight a significant gap in the sales training of many leasing teams, pointing to a missed opportunity to convert potential leads into leases.

Current market conditions underscore the urgency of effective sales training. Richard Berger's article "Multi-family Absorption Skyrockets in Q1" reports, "In March 2024, the share of apartments offering concessions climbed to a 35-month high of 13.6%, rising by over 500 basis points from the same month one year prior."

This trend suggests that competition among apartment communities is intensifying, making it even more crucial for leasing teams to be well-trained and proactive in their sales strategies to maximize occupancy and revenue.

"Companies should define their sales performance in dollars, not in the number of leases or the percent that were converted. When looking at the big picture of revenue for your company through the individual eyes of your leasing teams, it sends a powerful message."

**Stephanie Anderson**

Senior Director, Communications + Social Media, Grace Hill



# Ready To Re-Energize Your Sales Teams?

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The multifamily market is competitive, but there's a clear path to success — exceptional service delivered by a well-trained and empowered leasing team. The power of leasing enablement lies in its ability to transform leasing teams into dynamic sales professionals who can effectively convert leads into satisfied residents.

By investing in comprehensive preboarding and ongoing training programs, property owners can equip their teams with essential skills to build rapport, understand renter needs, and present their properties as the ideal choice.

This strategic approach ensures that leasing consultants are not just order takers but proactive salespeople who can confidently navigate the complexities of the multifamily housing market.

Leasing enablement not only drives immediate results but also lays the foundation for sustained growth and success in an ever-evolving market. When coupled with effective technology, you can transform your leasing team into closing champions who consistently convert leads into happy residents.



**Are you ready to unlock the full potential of your multifamily leasing teams? Get started today!**