



Create your
SUPERFANTASTIC

The Gary Gregory

**SECOND
SALE:**

**Rentable
Items**

You need to
rent those
rentable
items.

OPPORTUNITY

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SOLUTION

Offer it as a
second sale
opportunity.

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CREATE VALUE

Your rentable items, whether it is a carport, garage, storage or reserved parking, is an opportunity to protect the applicants' investments they are bringing to your community. And to increase the value of their time (not searching for a parking spot).

It's like when you are buying a new phone, you "need" all the extras (i.e. headphones, charges, case, etc.). It completes the purchase. Makes it more valuable.

JUSITY FIRST SALE

Renting an apartment home will more than likely be the largest expense a person makes each month. And when they make that decision, they have bought into you and your community.

Creating opportunities for the applicant to feel right about their decision to lease, is when you can share the rentable items available.

It makes sense and feels right for the applicant to add on the rentable item to justify the rental of the apartment home. The excitement of renting an apartment home can increase when they feel like they can get more with the experience of living at your community.

MAKE IT STANDARD

This should become part of each leasing opportunity with your guests. When you create a habit of the second sale for a rentable item, then you increase your odds of renting one.

Making it standard allows for creating the habit, confidence with the conversation and opportunity to add value and justify the sale for your applicant.

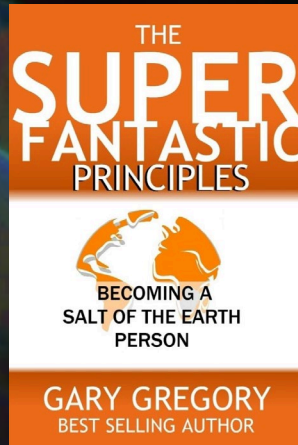
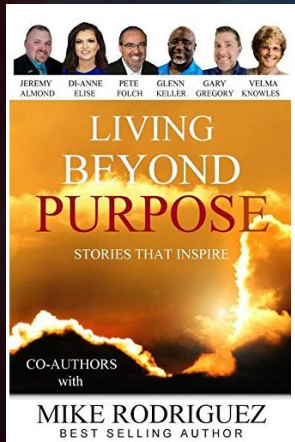
TIMING

Timing the second sale for your rentable item is crucial. When the applicant is excited about completing the application for the apartment home, congratulate them and then ask about their rentable item. This will compliment their decision.

Believe what you are offering
to be extremely valuable. If
you are not convinced, then
neither will your customer.

Transformational Leadership Coach

Best Selling Author



Tintin Wynn PHOTOGRAPHY

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