

Restoring the Connection in a Virtual World

Presented by Savvy Property Solutions

When the pandemic shut us down, we had no choice but to pivot and move to virtual leasing and customer service. No matter what type of tours are being offered now, the human connection is still the most important component in sales and it has been lost. That disconnect after the tour is common area of concern. We expect exceptional from our leasing team 24/7, right? Think you have a rockstar leasing team? Even the best rockstars start sounding robotic after 12 calls and 5 tours, all before 2pm! Oh, and throw in an upset resident, a vendor and some service requests, too. Changing gears to have your game face on for leasing takes muscles and confidence. This is that powerful seminar that is bang for your buck! Average isn't good enough in today's competitive market and our teams have gotten too used to sitting at a desk sending videos! We will re-motivate your rockstars, while guiding your greener associates to new heights!

This session you will take away:

- How are we touring? An exceptional experience is the key for that snapshot into their residency to be at the top of their list!
 - Rapport building = Trust = Sales! It's just that simple. Prospects lease from associates they like!
 - How to connect with strangers
 - Going down a guest card and describing your community as "nice" and "great" don't create excitement or paint a picture to elicit emotion. Open ended questions, tailoring your presentation to every guest and benefit selling is key.
 - Ideas for resident connections
- 1 in 4 sales people follow up. Unacceptable! You can wrap a present, but if you don't put the bow on it, then it's not complete. Following up is the same principle, and you've already done the work!



Michelle Molinaro and Nina Troester started in the multi-family industry in 1996. They have worked for Trammel Crow, AMLI Residential, and Greystar, as well as started Savvy Property Solutions, LLC in 2008. Onsite, Michelle was a Leasing Consultant, Leasing Manager, Resident Services Manager and Regional Activities Director in both Atlanta and Kansas City. Onsite, Nina was a Leasing Consultant, Assistant Manager, Community Manager, and Regional Mentor/Trainer in Kansas City. Both women have been nominated and awarded for their accomplishments, both within the company and with the KC Apartment Association. They have been virtual and in-person speakers for several nationwide companies, and have presented their programs for apartment association seminars and education conferences. Michelle and Nina are duo-speakers at every seminar. Both women spend numerous hours volunteering and contributing to various charitable organizations. Nina was the Volunteer of the Year in 2017 for the FIRE Foundation. Michelle is a board member for the Hopkins Foundation. Originally from Emporia, KS, Michelle graduated from the University of Kansas with a degree in Psychology and is married with 2 children. Originally from St. Louis, MO, Nina graduated from the University of Kansas with a degree in Communication Studies and is married with 2 children.