

## Residential Property Showings – Best Practice’s and Meeting Prospects!

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Property showings are an important process for leasing residential apartments and homes. While there are lots of tools out there to facilitate property showings. Some do so in a way that no property manager or leasing representative need to be there for access – I prefer to do showings in person! Why? I get to meet prospects in person! I kind of interview them to be tenants and they get to do the same for me as their property manager.



I have a several best practices for showings.

I prefer to schedule 4 to 6 showings over 60 to 75 minutes, weekdays usually late afternoon starting around 5PM or weekends early to midafternoon. I find these times work well for most people even if they request other times. I schedule them about 15 minutes apart. Good way to see if they can show up on time and or make an appointment. This tells me allot about how prospects handle commitments. Or from my side do they do what they say or committed to doing, etc.

During showings I focus on, being friendly, building rapport while discussing key property features and answering questions. I never say anything negative

about a property, I never over sell and try and listen to prospects during showings. Does it sound like they are interested?

I find that too many showings at the same time can get busy and showings feel they cannot get their questions answered and or they leave. Perhaps this rental is way too popular and they have no chance to rent it in this market. I can also hand out applications and explain the process in detail – prequalify, educate, and inform!

Most important for me and the prospects is that we get to interview each other. I get to see what kind of people they are, how well the communicate, what their story is as well as are they lying to me in some way. I am pretty good at detecting bad people that like to mispresent themselves. I always make notes! They also get to learn about me as a property manager.

Lastly safety is always a concern for me. I tell all showings that it is open house style and the others will be joining us. I feel this makes if safer for me when people know they will not be alone with me very long even know I am a tall and muscular dude!

While I love technology as a tool - showings for me are still an in-person people part of this business. It helps me find good tenants, what will pay their rent on time and do a reasonable job taking care of the property. Helps them find a nice rental home and property manager! Win-win!

Need a property manager that knows how to make showings more professional resulting in higher quality applicants and tenants, please contact me.