


Treating Tenants Like Gold


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1

Mission - Raving Fans

- WOW them
- Tenants are our customers who give our owners on average \$15,000 worth of business Annually
- Determine avg length of tenancy and set renewal goals



2

What Makes a Raving Fan?

- Communication
- Understanding
- Compassion
- Compromise
- Tone
- Expectations



3

Communication

- Respond promptly
- 10 day maintenance follow up
- Newsletters, B-days cards
- Qtrly calling



Understanding

- Be supportive
- Listen honestly
- Be focused on tenant needs and concerns
- Be willing to see both side
- Always think and use common sense



Compassion

- Be sympathetic, encouraging and helpful
- Inquire about any changes and concerns
- Send acknowledgement of sympathy or thank you cards when occasion is presented
- Gift certificates or similar is cases where tenant is significantly inconvenienced
- Not your friend



Tone

- Be pleasant and cheerful
- Always smile
- Be genuinely interested in their issue
- Be polite and helpful
- Be professional and versed in company policies and information



7

Expectations

- Exceeding expectations is important but it's even more important to consistently meet expectations
- Lead Generation
- Lead Conversion
- Tenant Management



8

Lead Generation - Marketing

- Marketing properties - how properties are presented tells them about you
- Showings - from the tenant perspective. Getting info, seeing properties, applying, qualifying



9

Lead Conversion - Lease

- Lease signing process
- Orientation and Lease review
- Communicate after move in
- Pay them to show



10

Tenant Management

- Be consistent - Fair housing isn't just during the lease process
- Evaluated based on maintenance
- Set maintenance expectations - categories



11

What are you doing to treat your tenants like gold?

- Ask for referrals



12
