

# How To: Client Preparation

## Preparation Quick Tips

- Ask your client for multiple time windows that work for them.
- Schedule two different showing dates.
- Remind clients to bring their ID and a check.
- Call the landlord at least 24 hours in advance and confirm listing details and inquire about their application and lease process.
- Attempt to view 3-4 units during the showing.
- Map out the showing order to ensure travel between locations is doable.
- Set meeting location at your office or near the first listing.

### 1. Set yourself up as the area expert

Ease your client's indecisiveness or fear of missing out:

- "These are the absolute best options from your criteria"
- "I've scoured the largest, most comprehensive database."
- Use terms such as: "we have looked high and low" and "no stone was left unturned"

### 2. Pre-Qualify, Qualify and Re-Qualify

- Ask the right questions to ensure you are taking your client to units that meet their must haves and to set realistic expectations.
- You can never prepare your client enough for the showing and making a decision. You need to put the client in the position to be ready and willing to make a decision and pull the trigger.

### 3. Quick Inventory

- Explain to the clients how quickly the market moves. In addition, clients always have to compromise in some fashion when renting an apartment.

### 4. Decision Makers Ready

- All decision makers need to be present at the showing or know that you are on a showing and they will need to be accessible so they are ready to make a quick decision.

### 5. Timing

- Make sure you and your client leave enough time to see all apartments plus 30-60 minutes to process and submit an application.