



Closing Techniques

Direct Close: The direct close is a closing technique that encourages a prospect to make a decision right then and there by being direct and asking the prospect to apply.

Example: “Would you like to reserve new apartment home today?”

Summary Close: In a summary close, you discuss the summarize all the features and benefits and how they will meet the prospects’ needs and overall enhance their lifestyle.

Example: “Ok Mary so apartment 220 has room for your home office, it’s right next to our dog park so taking out Otis will be quick and easy, and it’s in the budget you wanted to stay in. I think this apartment had everything you need to make it the perfect home for you guys.”

Assumptive Close: An assumptive close is when you assume a prospect plans to purchase or in our case rent from you. This is a technique that does not leave room for any hesitancy or doubt.

Example: “So, let’s get back to the office. I’ll pull up the application and we can get started.

What move-in date were you thinking?”



Urgency Close: Urgency Close is a sales technique that involves creating a sense of urgency for the prospect to make a decision. This strategy is effective when coupled with limited availability or an incentive.

Example: “This is my last 1 bedroom with that den you wanted. I have already shown it a few times today. I would hate for you to miss out. Would you like to apply now to reserve your new home?”

Personal Invite: The personal invitation close is about utilizing the connection you have built with your prospect. This is a contemporary method of closing that emphasizes invitation rather than persuasion. A small change like this relieves the prospect of any burden. Instead, it offers the chance to experience something new and beneficial.

Example: “Jared I’ve had such a wonderful time showing you our community today and I would love to have you as a resident. I really think you will enjoy our community. I would like to invite you to apply for our community today to become one of our newest residents.”