

WHY IT IS IMPORTANT

Think of testimonials like an insurance policy on your marketing initiatives. They provide a guarantee through the “testimony” of others that who you say you are is who you really are. This powerful social proof reduces the risk of making the wrong buying decision for your prospects. And studies show that what others say about you can be 10 times more powerful and persuasive than what you say about yourself.

So while good marketing gets them in the door, powerful testimonials help close the sale.

If crafted correctly, testimonials can take down the toughest objections for you by letting your happy customers do the talking...aka the heavy lifting.

WHEN AND WHAT TO ASK FOR TESTIMONIALS?

Timing is important. You really want to gain that fresh energy and that insight and enthusiasm. Consider different times in the leasing process, move-in, resident events, after solving a difficult situation, renewals and move-out.

Move-In:

- “Was there anything that pleasantly surprised you during the move-in process?”

Events:

- “What do you enjoy about the events that we host? What’s been your favorite so far?”

After Solving a Difficult Situation:

- “We recently had _____ (describe situation). And I know that caused some frustrations. What ...”

Renewal:

- “Why did you choose to renew?”

WHAT TO ASK?

“What were you nervous about before choosing _____ Apartment community to be your new home?”

This draws out some common objections, maybe past frustrations with other products or services and it also may give you fantastic material for the rest of your marketing in your product development.

- “What has been your experience since living here?”
- “What is your favorite part about your home?”

To provide some concrete information about why your apartment community rocks and these answers will help prospects who are checking you out actually imagine themselves living at your community, which is a very subtle and powerful conversion tool because you’re activating their imagination and they’re getting to hear from people who have already moved in and what it’s like.

- “Would you recommend our community?”
- “Is there anything else you’d like to add?”