# Walk-in Experience Check List

### Is information easy to find?

- When should someone come by to talk with you?
  - Post your office hours on the main doors and the office door. These should be professional, typed and printed.
- Can they find their way to the office?
  - Add professional, computer printed, directional signage if the office isn't immediately visible from the main entrance.
- How do they use the controlled access panel?
  - Post the office telephone number as well as instructions for the secured panel in all main entryways.
- How does someone apply?
  - Put applications outside of your office door. A clear document holder works well for this!

### Does your property look, smell, and feel great?

Using your Five Senses and discover areas to adjust to make the walk-in experience delightful.

- Walk your building and think about what new people might see? Tidy up any areas, put items away. Are there any unique smells that you can eliminate?
- How is your Curb Appeal? How does the exterior entrance and community areas look? Pick up trash, or make sure someone picks up trash, and tidy up any areas.

### Plan your tour!

What path do you take and what happens before or after the tour? Follow these steps:

1. Create a List - Create a list of all the highlights of your property. Don't forget any exterior areas that can be selling points. How will you talk about these spaces?
2. Map it Out and Plan your route – Make sure the tour path eliminates any back-tracking. Have a table and chair with the application so they can fill it out while there if they'd like to.
3. Solidify your Tour – add in elements that may delight your tour guest; meet them at the front door, maybe offer them a cup of coffee, bring them back to the leasing office after and provide them with an application to fill out on the spot if they're ready, walk them back to the front door when the tour and conversation are over.

Bonus Tips:
Write down notes about the person so you can reference the name of their dog or grandchild that visits regularly.