

Multifamilypro's **Visitor Information Form**



VISITOR INFORMATION FORM

Leasing Professional: _____ Date: ___/___/___ Report #: _____
Visitor(s): _____

Personality type (circle)*: Driver Analytical Amiable Expressive Driver Analytical Amiable Expressive

Hotness ranking (circle): A B C A B C

*Drivers are people who are confident and forceful, intent on solving problems and achieving goals. Expressives are gregarious and emotional; they like to help others and want social approval. Amiables are patient and predictable; they like tradition and want security. Analyticals are systematic and detailed; they like to analyze and want perfection.

Are they registered by a locator? Y / N If yes, who? _____ (attach registration)

Date of 1st visit: ___/___/___ Number of contacts since first visit: [] In person [] Phone
[] By mail/fax Total contacts since first visit [] Date of most recent contact: ___/___/___

CUSTOMER PROFILE:

Single Married Children's names: _____

Occupations: _____

Hobbies: _____ Interests: _____

Pets' names: _____ Sports: _____

Type of car: _____ Other: _____

☞ What do I have in common with them? _____

☞ How long have they been looking for a new home? _____

☞ Are there any particular needs? _____

☞ What other communities are they considering? _____

☞ What did they like about them? _____

☞ What about them didn't quite fit their needs? _____

☞ Are they financially qualified? Y / N Explain: _____

☞ How did they hear about us? Ad Billboard Friend Website Drive-by Other _____

☞ What specifically attracted their attention to us? _____

☞ How did you reinforce or use this information in your presentation? _____

☞ Once they find the right apartment, how soon after do they plan to move? _____

☞ What are their *hot buttons* (why are they interested in our community or apartments?)

Ego/status Lifestyle Location Larger/smaller New/newer Financial opportunity

Explain: _____

☞ What did/can you do to reinforce their *hot buttons*? _____

Why have they not yet leased? _____

What are you going to do about it? (Indicate time frames for all actions): _____

Results: _____