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Overcoming objections at a showing

How do you know when a potential resident has an objection? Why would it be important to know this? By understanding the potential resident and responding you can increase your likelihood of getting an application. What is the best way to work for the application when there are objections? Some ideas: asking open ended questions, listening for their comments, and by watching the resident's body language. Let's roll play.

I am a renter coming to see your home for rent. When I am inside the property I want to be able to look around without you crowding me. How will you know this? I will turn my attention to the property and will not be engaging with you. I may walk away from you when I am inside the unit to "take charge" of my own direction without being led.

What should you do as the owner? Observe my body language and let me look around on my own. Perhaps comment that you are going to do a few things and will be available for questions. This is a great time to change bulbs, sweep the floors, shake the entryway rug, etc.

When I have come back through and am ready to head out, ask a few open questions about the property such as:

Are there features you find appealing?

Can I tell you more about the parking, storage, and amenities?

The home has electric heat, public water and public sewer. The garbage is paid the owner's responsibility.

Perhaps I have some objections to the electric heat and I say: I don't like electric heat; I have heard it is expensive.

How would you respond? A reply could be "the heat is zonal electric and very consumer friendly. You don't have to heat the entire house like with gas or oil heat. This can be a great cost savings, as you are in charge of how much or little

you use. Gas and oil prices have increased over the years and it is not uncommon for electric to be comparable. Would you like me to check the total electric bill for the prior year and see if the past resident will share any usage patterns?”

This invitation could engage me.

What if I have other complaints about amenities? Perhaps I mention that there are not washers and dryers in the home.

Try this response: “we decided that because many renters have their own washer’s and dryer’s it would be better to keep the rent a bit lower and not provide them. We could look into the cost of providing them at a higher rent, would you like us to do that and get back to you?”

When the visit is almost over, is that when you begin to ask for the application? It is probably a better idea to always assume they will be applying and phrase your comments accordingly.

“Let me give you my card. I will be available this afternoon and all day tomorrow to collect applications. Our screening company screens seven days a week.”

Give it about 24 hours and then do a follow up call to see where the resident stands. Ask questions and see if there are more concerns you can help to resolve. Don’t be afraid to ask for the application!

For more tips like this, great landlord education, or to search for homes and rentals, visit my blog or monthly meetings at: www.landlordstudyhallblog.com. My group Landlord Study Hall meets the 2nd Wednesday of most months at All Saints Episcopal Church at 4033 SE Woodstock Boulevard. We have been meeting over six years and have a well informed group of rotating speakers. If you or someone you know needs to buy or sell a home they can reach me several ways:

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I look forward to hearing from you soon.

Kind regards, Kathryn King, Principal Broker