

MARKETING MANUAL

COMMUNITY NAME	<u>The Dunes Apartments</u>	COMMUNITY #	<u>05</u>
SUBJECT	<u>Leasing Policy</u>	SECTION	<u>1.05</u>
ISSUE DATE	<u>April 29, 2020</u>	PAGE	<u>1</u>
		APPROVED TFF	<u>Jon</u>

The following policies apply:

1. A guest card is to be completed and the information entered in RealPage for **all** telephone, email and walk-in inquiries.
2. The following required information is to be entered at time of initial contact:
 - Date
 - Time
 - Prospect first and last name
 - Source
 - Date needed
 - Size apartment needed
 - Number of occupants
 - Number of pets
 - Call back number from prospect
 - Caller ID number (for call ins)
 - **Email**
3. Additional information to be requested:
 - Address (check against driver's license)
 - Vehicles to be parked on property
 - Employer
 - Position
4. A copy of a current government issued photo ID (usually a driver's license) is required to view an apartment, including the model.
5. The Contact Information Sheet (T-3c) should be used as a guideline or checklist when collecting information from a prospect.
6. This information is to be collected and entered for all traffic, even if unqualified.