



The 7 Secrets to Successful Apartment Leasing: Find Quality Renters, Fill Vacancies, and Maximize Your Rental Income

Eric Cumley

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From telephone presentations to showing apartments to closing the deal—insider secrets to filling every apartment, every time

Vacant apartments mean income lost—for property management companies, investment property owners, landlords, and anyone else who relies on rental income to pay the bills. In *7 Secrets to Successful Apartment Leasing*, Eric Cumley provides seven proven industry secrets to building the relationships that achieve and maintain high occupancy levels. From “Stop Qualifying Prospects and Start Interviewing Them,” to “Follow-Up is the Extra Mile,” Cumley provides examples, tips, to-do lists, sample scripts, and more that will help you responsible for filling vacancies do so, quickly and effectively.

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