

How to Control Delinquency

What to do during leasing

Step	Description
1	During the walk-thru, make sure you communicate the implications of not paying bills on time (late fees, auctions, effects on credit, etc.).
2	During the signing of the lease, highlight the fees and have them initial.
3	Make sure on the tenant information sheet you capture the 'best' phone numbers to reach the new tenant; communicate how they will receive a standard, convenient 'rent due' text message.

Other Points – Delinquency and Collections

1. Use the new tenant's name twice during the lease process.
2. Create value in what they are storing by referring to it as 'goods' or 'valuables', avoid the words stuff and junk.
3. Make sure the new tenant knows you pay for referrals.
4. Plan exactly when you'll make calls.
5. When speaking to a delinquent tenant, watch what you say; don't over promise, don't promise on anything that contradicts policy, especially the waiving of late fees.

NOTE: All information is important but to control delinquency, capture the tenant data which better ensures we have multiple ways to contact them.

TENANT INFORMATION SHEET

Last Name: _____ First Name: _____ Middle Initial: _____

Company Name (for commercial use only): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____ Cell Phone: _____

E-Mail Address: _____ SSN #: _____

Spouse Name: _____ Phone: _____

Employer/Company: _____ Phone: _____

Address: _____

Additional Information: _____

Emergency Contact (Not Residing with You): _____

Emergency Contact Phone: _____ Cell: _____

Personal Access Code (5-6 Digits NOT starting with '0'): _____ *

Others with Authorized Access: _____

How did you hear about us? _____

What are you storing? (Check One): Household Goods: ___ Vehicle: ___

Boat: ___ Business Inventory: ___ Business Records: ___ Other: ___

Customer Type (Check One): Personal: ___ Military: ___ Student: ___

Signature: _____ Date: _____ Unit #: _____

We verify all contact information and emergency contact information.

Types of Calls

Keys to effective calls include making sure you're speaking to the person named on then lease AND that you get a firm commitment date and time delinquent customer is coming to pay.

First Time – For all new tenants, make a convenient, friendly customer service 'it's time to pay the rent' call.

Courtesy Calls – Give customers a firm but friendly reminder that their payment is past due. These are most effective when customer is 2-9 days past due.

Commitment Calls – This call advises customer right before late fee assessed. Expresses your concern about their account and your wishes to help them avoid additional charges.

Lien Calls – These calls alert customer that you are beginning the process on their account which could result in them losing their goods. Never tell customer they are 'in lien'. That's 'industry-speak' and they wont know what that means.

Final Calls – Lets the customer know the date and time their goods will be sold at auction. Speak with leadership but there are times we would make an offer to keep them from going to auction.