

HOW TO LOSE A LEASE IN THREE WAYS

Leah Brewer, Heather Heitman and Charlotte Pisciotto

Technology has transformed leasing—but sometimes at the cost of client connection. Explore three high-tech habits that can lose a lease: sending prospects home to apply online, treating clients like suspects instead of prospects and letting screens replace conversations. Industry experts and peers will provide practical strategies to rebuild trust, keep prospects engaged on-site and balance technology with personal touch. Turn tech-driven pitfalls into opportunities with actionable insights.

Learning Objectives

- Identify three common high-tech habits that weaken prospect relationships and reduce on-site lease conversions.
- Apply expert strategies to balance technology use with genuine, relationship-based leasing interactions
- Implement practical techniques to build trust, increase engagement, and close more leases on-site.