



Joanna Merritt with RentPath is best known for taking a selfie. This time she included the attendees for the seminar she gave on Closing Techniques at the Morning Perk in Lynchburg. Joanna is a leasing veteran, formerly a Leasing Professional and Office Manager with HHHunt in Roanoke. Her closing ratios were unbeatable and she is known for closing the toughest leases. Joanna offered tips and techniques on closing sales, the necessity of a leasing kit, how to ease a prospect's "pain points," and how to impress the least impressionable of prospective residents. She was relatable with using real life stories of leasing woes, tough residents, and odd maintenance issues. RVAA has received awesome feedback from those who attended. Most have already seen improvement in their closing numbers. Thank you for stepping up, Joanna!