

Communicating with Denied Applicants

When applicants are denied, a simple conversation can escalate quickly. Here are tips on how to communicate with denied applicants:

1. AVOID saying the word “Denied” at all costs. Instead, use the term “disqualified”. This feels less harsh to the applicant and can help de-escalate the situation.
2. AVOID calling someone a “liar” or saying they “lied” on the application when “False/Discrepant Info” is checked on the screening report. Sometimes the applicant is unaware they are providing false information or misunderstood what was being asked on the application.
3. When discussing the factors that led to the screening decision, use the terms “disqualifying factor” or “adversely affected the screening determination”. Stick to the screening criteria.
4. Don’t make any promises about changing the decision. You, a member of the leasing team, have no ability to affect the screening decision. That is made at the corporate office.
5. Remain impartial and keep an even tone of voice.
6. Feel free to refer the applicants to give us a call at Bemrose Consulting. We can explain the factors that led to the disqualification.