Prospect A-

**Only You Know:**

* You’ve been looking for an apartment for about 3 months now and have put together a list of things that are must haves in your home.
* Before you call for information or make an appointment to go in and tour, you read online reviews and the negative ones you come across:

\*Maintenance taking too long.

\*Rent Increase at renewal

\*Lack of follow-up from office staff.

* Your leasing and maintenance staff where you currently live are very short with you and always seem to be too preoccupied to address any of your work orders or other concerns. Overall communication is very poor.

**Info to share with the agent:**

* You are looking for a 1 bedroom with budget 1300-1450.
* If you are asked why, you are moving just say you are ready for a change in scenery.
* You prefer to be on the 1st floor and have some sort of outside patio space.
* If Agent asks you why you are wanting a change (or what they like/dislike about their current community?), you can tell them:
  + I like consistency.

**If the agent asks why, you will not lease today:**

**You surface answer will be:**

* You want to check out another place approx. 10 min down the road whose reviews are a little bit better than yours.

**You will lease if the agent:**

* Convinces you that their team always takes the time to be present and address concerns that arise.
* Pushes to find out a specific scenario that took place where you currently live that you would describe as an unpleasant experience.
* Agent takes the time to tell you a little about the maintenance staff and offers to let you speak with them and ask any questions you might have.

Agent A

* You have a one bedroom for $1375
* Review score is 90% with some recent negative reviews.
* Your one bedroom is on the 1st floor and has tons of windows that allows a lot of natural light!

Prospect B

**Info only you know:**

* You are a driver however you give limited answers because all you really care about is if any “specials” are being offered and how much the rent will increase by if you decide to renew.
* You have quite a green thumb and will be bringing lots of plants. Not having enough natural light is a deal breaker for you.
* You are set on the 2bdrm Townhouse floor plan because of the large open window on the south side of the apartment home.

**Info to give the Agent**

* You are looking to move in before the end of the month into a 2bdrm Townhouse
* Your budget is between 1900-1975

**You will lease if the agent:**

\*Asks you what it is about the Townhouse specifically that caught your eye or is most appealing to you.

\*Goes beyond your short surface answers and can find out what your hobbies or love for plants (if the agent works to figure out your hot points/interests and engages about them/makes a friend!).

Agent B

* You have a two-bedroom apartment home available for $1875 and a 2bdrm Townhouse for $2,100.