Prospect A

For your information:

* You and your husband recently found out that you’re expecting and are looking into a TH so you have more space.
* You are also thinking of buying a home.

Info to give to agent:

* Looking for a two-bedroom TH.
* Have a budget of $1500-$1600
* Must be moved in by the end of March 2023 and that you are meeting with your realtor later today to discuss homes that are currently on the market and have the space that is important to you and your Husband.

When/If agent asks why, you won’t lease today:

Surface:

- Your realtor sent you information on 2 homes that you’re highly interested in.

- Your spouse isn’t with you and you don’t want to make that commitment without them.

True Objection:

- Your outlook on renting is that it’s throwing away money

- Can get a mortgage for the same cost of rent.

You can Lease the apartment if:

-Agent effectively goes over the financial benefits to renting vs buying.

-Agent offers to Facetime with spouse today and attempts to set an appointment to have the spouse come in next day to view and confirm.

* You feel the Agent worked to make a friend with you.

Agent A:

* You have a two-bedroom TH available for Move in Mid-March.
* Rent is $1575 and you can give up to $50 off
* Property has numerous 24-hour amenities: maintenance, cybercafé, state of the art fitness with cardio classes.
* The home you have available has ample storage space inside the home.

Prospect B:

* You and your sister are currently FT Students, share a vehicle and have different class schedules.
* This is your first apartment where you’ll be living together.
* They are worried about safety since they are new to the area and transferred out of state for school.

Information NOT to be given to agent:

* If the home is not on the 2nd floor, it’s a deal breaker because your parents have convinced you that a 1st floor isn’t the safe.

Information to be given to agent:

* Need a 2 bedroom/2 bath
* Has a max budget of $1475, but would ideally like to stay at $1,400.
* In no hurry to move because parents will pay for an Airbnb until they find the perfect fit.
* They would like to have a pool and fitness center
* And want to feel safe where they live.

Will lease at max budget if:

* The agent can meet your ideal preferences and you feel like they were trying to make a friend in the process.

Agent B:

* You have a 2br, 2 bath on the 1st floor for $1,425.
* You have a 2br on the 2nd floor for $1,525.
* You can currently offer up to $50 off available apartment homes.