

Prospect A-

Only You Know:

- You just started looking for an apartment and have put together a list of things that are must haves in your home.
- You have a spreadsheet of 10 different communities in the area and pros/cons to each
- 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.
- You are new to the area which is why you are doing you due diligence
- The last place you lived you rent site unseen and it has been a horrible experience. – maint doesn't show up, trash all over community, no one answers phone in the office

Info to share with the agent:

- You are looking for a 2 bedroom with budget 1500-1650.
- 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 moving (or what they like/dislike about their current community?), you can tell them:
 - I'm just looking for a change.

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

You surface answer will be:

- You want to check out the other 9 places within a 10 min drive of your location
- The sister property down the road has 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.
- Builds rapport and excitement in regards to your specific area/community/resident events.
- 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.
- Can meet your budget preferences.

Agent A

- You have a 2 bedroom for \$1850 and can offer up to \$100 off.
- Review score is 90% with some recent negative reviews about maintenance and communication.
- Your 2 bedroom is on the 1st floor and has tons of windows that allows a lot of natural light!