

## Prospect A

### **For your information:**

- You and your spouse are adopting your 2<sup>nd</sup> child and are looking into a TH so you have more space.
- You are also thinking of buying a home so the kids can have a yard

### **Info to give to agent:**

- Looking for a three-bedroom TH.
- Have a budget of \$1800-\$2300
- Must be moved in by the end of March 2024 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 spouse

### **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 with large backyards
- 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 and you want to have a yard for the kids and future dog
- Can get a mortgage for the same cost of rent.

#### **You Will Lease If:**

- Agent effectively goes over the financial benefits to renting vs buying.
- Agent effectively goes over amenities/courtyard/pool/playground/ lawn care included with rent
- 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.
- You can stretch your budget slightly if the agent hits all three points above while showing value in the new apartment.

**Agent A:**

- You have a two-bedroom TH with a partially finished basement available for Move in Mid-March.
- Rent is \$2450 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.