

Role Play #1

Prospect:

- You want a 2 bedroom on the 1st floor.
- Budget: \$1500 but flexible.
- You are willing to lease an apartment over the phone if needs are met.
- All following needs and wants are to be given only when the Agent asks you. **Don't give all your information out, wait for the Agent to ask specific questions**
 - You have 2 pets- 1 dog and 1 cat. Both ESA
 - You're MTM and can be flexible with move-in date.
 - Could stretch budget \$100 for the PERFECT apt
 - Can not go up or down stairs
 - Would like to move ASAP
 - If agent builds rapport or makes you excited at living at their community, you are willing to be flexible
 - You are retired and do not drive. Your daughter will help complete the application online if it is offered.
- If Agent asks you to apply online, you ask the qualifications to lease. DON'T share this information immediately. This is personal stuff and no one needs to know, right?
- ONLY share the following **secret background information** if you develop serious rapport with Agent.
 - Your monthly income from pension and social security is roughly \$3,000.
 - Your daughter is willing to co-sign or be on the lease to help meet income requirements.
 - You filed bankruptcy a year ago due to high medical expenses

Agent:

- You have a 2-bedroom available now on second floor
 - Rent: \$1,550, no conc offered.
 - Home located across from the dog park.
 - Carpet in bedrooms only
- You have a 2-bedroom available on first floor in 60 days
 - Rent: 1,600, no conc offered
 - Pool & courtyard view
 - Plank flooring throughout