

# ENGAGING LEASING QUESTIONS

*Examples - Don't forget to add your own!*

## **General**

1. How is your apartment search going so far?
2. Have you had a chance to take a look at our pictures or video tours online?
  - a. Which style did you like best and why?
3. You mentioned you watched our video tour for (floorplan) Can you picture how you would arrange your furniture?
4. I know that you have looked at a lot of apartments and that is very overwhelming. We want you to feel our community is the right home for you. What other questions do you have about our community?
5. What has been the most challenging part of your apartment search so far?
6. When you imagine coming home after a long day, what does "home" feel like to you?
7. We have an onsite maintenance team who is available 7 days a week 24 hours a day. How has your service been at your current apartment?

## **Traffic/Location/Community**

1. How did you hear about our community?
  - a. What was it about our community that caught your eye?
2. Are you familiar with the area?
3. What's bringing you to this area/location?
4. There are several other apartment communities in our area. What caught your eye about our community?
5. You mentioned you were moving from (*area prospect mentioned*) what is bringing you to this area?
6. Is this a job change or life change that is making you do the move?
7. What has helped you make your decision to move to this area?
8. What do you do for/what area do you work? Is it near our community?
9. We have a lot of fun here! There is always something going on each month for the residents. Last month we hosted (*recent resident event*) which was a blast. Do you have any events/parties you would love to attend?
10. Do you like to meet people? We offer several resident activities which are a great chance to meet your neighbors!

11. Our pool parties are always a huge success and a favorite with our residents. Do you like to swim or just lay around the pool with a good book to unwind?
12. I know you mentioned you have been looking at other communities, which one was your favorite and why?
13. Would you prefer a more active part of the community, or a quieter part of the community?
14. How does our community compare to others that you've considered.

### Needs/Wants

1. I am here to help you find the perfect home! May I ask a few questions in order to get to know you better and pinpoint the place that will best fit your needs?
2. Please tell me a little about what you are looking for in your perfect home?
3. If you were to design your own apartment layout, what would it look like?
4. What are some areas of your current apartment that you would love to see in your new Apartment Home?
5. What would your dream apartment home include in it?
6. What are some things you cannot live without in your new home?
7. What do you love about your current home that you would like to have in your new home?
8. What do you dislike about your current home that you would not want in your new home?
9. Are there any features or amenities that you are looking for in your perfect home?
10. What do you like to do in your free time that you would like to see incorporated into your new home/community?
11. You mentioned how you need extra space for (*clothes, furniture, etc.*) Have you seen the video tour for (*floorplan that meets needs*) and all of the extra closet space it has?
  - a. (If yes) What was your favorite part about this home?

12. At our community, we strive to take care of all of our resident's needs in a complete and timely manner. What are some of your expectations of the staff at your ideal community?
13. What are some amenities we provide that you can't live without?
14. You mentioned you have a dog/cat that will be coming with you. Have you seen our Pet of the Month contest we do on our social media?
15. Our apartments have a beautiful, large kitchen with an extended breakfast bar. Do you enjoy cooking?
16. You mentioned that a washer and dryer in your home is a must have. Is there anything else that would make your apartment ideal?
17. Do you work from home or need space for a desk/ office area?
18. Do you prefer an open-concept layout or more defined rooms?

## Closing

1. What would it take for you to lease today?
2. What are you looking for that you haven't yet found?
3. What has you unsure about applying today?
4. Is there anything stopping you from submitting your application today?
5. Is there any additional information that I can provide to you before starting your application?
6. We've looked at a couple great apartment options today. Which one do you think works best for you?