

PhoneDifference™ Guest Card

Date: _____

Leasing Agent: _____

GREETING: Thank you for calling _____ My name is... How may I help you, today?

1. I'd be happy to help you with that! Who am I speaking with?

Customer's Name: _____

2. And [Customer], just in case we get cut off, what is the best number for me to reach you?

Phone number: _____

3. [Customer], so that I can give you the most accurate pricing and information, is it okay if I ask you a few questions about what you are looking for in your apartment? (Great!)

4. Were you most interested in a one, two bedroom or three bedroom apartment? _____

5. When are you looking to move in? _____

6. Is there a particular price range you are hoping to stay within? _____

7. Is there a specific lease term that you are most interested in? _____

8. How many people will be living in the apartment? _____

9. Will you be bringing any pets with you? No Yes How many? _____

Description: _____

10. By the way, how did you find out about us? _____

11. What is motivating you to move? OR: What is the reason for your move? _____

12. **RECAP** the primary needs that you know. Then go to the next step

13. Is there anything in particular that is important to you in an apartment that I should know about? 1. _____ 2. _____ 3. _____

14. **RECAP** the secondary needs:

15. Present Options (Good News!): I have some good news for you! I have two options that I know you will really like. The first option is: _____ The second option is: _____

16. Which of these options sound best to you? _____

17. Great...I typically work by appointment, would morning or afternoon work better for you?

18. OR: When would you like to come in? (Present two time options when possible)

19. Would you like me to send you something via email or mail before your visit? _____

20. Directions? Bring your ID. Etc.

21. Perfect! I will see you on: _____.

If customer asks for specifics up front that you do not offer (e.g. Section 8, short term lease, apartment type): Are you **specifically and only** looking for _____ or are you able to consider other options? YES: Here is why I ask _____