

THE TONE

TALK LIKE A FRIEND WHO WORKS HERE. NOT A ROBOT READING A SCRIPT.

SMILE FIRST

They can hear it. Warm beats perfect every time.

USE THEIR NAME

Get it early and use it. It makes the call personal.

BE CURIOUS

Ask because you care. Then really listen to the answer.

MAKE IT YOURS

These are examples, not lines to memorize. Say it your way.

ONE REAL CALL, *five parts*

Same order as the Phone Shop guide. Swap in your community, your name and today's pricing.

01 GREETING

Warm, quick, and you get their name.

YOU *Hi, thanks for calling [Community], this is [Your name]! Who do I have the pleasure of talking with?*
CALLER *Hey, I'm Jordan. I'm looking at places for next fall.*
YOU *Jordan, you called the right place. What's got you looking?*

02 NEEDS

Curious, not a checklist. Say why you want their info.

YOU *Out of curiosity, how'd you hear about us?*
CALLER *My friend lives there.*
YOU *Oh, that's the best way to find us. What are you studying? Are you from around here?*
CALLER *Nursing. I'm from Jacksonville.*
YOU *Nursing, so long days. What matters most to you in a place?*
CALLER *Somewhere quiet to study, and close to campus.*
YOU *Got it. Can I grab your full name? And your best email? I'll send an intro and recap today's pricing, so you don't have to write anything down. Best cell too? Then you've got a direct line to text me any questions.*

03 VIBE CHECK

Tie it back to what they told you.

YOU *Since you're in nursing, you're going to love our study rooms. They're open late and actually quiet. And we're a quick walk to campus, so early clinicals are easy.*
YOU *Plus our front desk knows you by name. Packages, guests, late-night questions: there's a real person here every day.*

04 VALUE

Price + what's in it, then ask how it feels.

YOU *Are you coming in with friends, or want us to match you? And are views a big deal?*
CALLER *Three friends. Views would be nice.*
YOU *Love it. Our pool-side 4-bedroom are [\$ price] per person, and that includes [what's included]. How does that feel for you?*

05 CLOSING

Two choices, a real reason, a real thank-you.

YOU *Honestly, the best way to know is to see it. Thursday at 3 or Saturday at 11, which works better?*
CALLER *Saturday.*
YOU *Perfect. Pool-side is filling fast for August, so I'll hold that for you. Jordan, I've got your cell and email. Watch for my text. I'm really glad you called!*

Anything in [brackets] changes by community and by day. Always quote current pricing, and never drop a price without what's included.

Be a human, make every call intentional, and always leave with a next step.

[PHONE SHOP GUIDE →](#)
[TRAINING HOME →](#)

TWO CALLS YOU'LL GET *every week*

Don't dodge and don't argue. Answer honestly, stay warm, and steer back to a next step.

SITUATION

"I just want the pricing. How much is a 4-bedroom?"

WHAT'S GOING ON

They're busy, comparing places, or tired of sales pitches. Respect that. A straight answer earns you the rest of the call.

DO THIS

- 1 Say yes. Don't stall.
- 2 Ask one quick question to get the right number
- 3 Give the price + what's in it
- 4 Ask how it feels
- 5 Offer an easy next step

SKIP "Well, it depends..." with no number, "I can't give pricing over the phone," or a price and "anything else?"

CALLER Hi, I just want the pricing. How much is a 4-bedroom?

YOU *Totally, I'll get you that right now! Quick question so I give you the right number: is this for fall, and are you coming in with friends or want us to match you?*

CALLER Fall, with three friends.

YOU *Love that. Our 4-bedrooms start at [\$ price] per person, and that includes [what's included]. Pool-side and higher floors run a little more. How does that land for you?*

CALLER That's about what I expected.

YOU *Good! Want me to text you the floor plans and pricing so your roommates can see it too? What's your best cell? And what's your name, by the way?*

YOU *Thanks, [Name]. If you're all around this week, I'd love to show you the place. Thursday or Saturday?*

OBJECTION

"I can get this cheaper elsewhere."

WHAT'S GOING ON

They're comparing a number to a number. Don't fight on price. Agree, then change what they're comparing: a price online versus a person here.

DO THIS

- 1 Agree. "You probably can."
- 2 Ask: what happens when it's wrong?
- 3 Online has a price. We have a person.
- 4 Recap our hospitality
- 5 Invite them to feel the difference

SKIP Knocking other places, getting defensive, or jumping to a discount.

CALLER Honestly, I can get this cheaper somewhere else.

YOU *You know what? You probably can. And it's smart to shop around.*

YOU *Can I ask you one thing, though? What happens when something goes wrong? The AC goes out in August, a package goes missing, a roommate thing gets weird.*

YOU *Online, you get a price. Here, you get a person. We're here at the front desk every day, so you know exactly the service you're going to get.*

YOU *So when you compare, compare what you get, not just the number. Come see the difference for yourself. Thursday or Saturday?*

CALLER It's really just my budget.

YOU *Totally fair. What budget are you working with? Let me see what fits.*

RECAP OUR HOSPITALITY: WHAT THEY GET FOR THE PRICE
A FRONT DESK THAT KNOWS YOUR NAME

Concierge at every community.
Packages handled, guests welcomed,
questions answered by a person, not a portal.

SAME-DAY MEANS SAME DAY

Maintenance answered today.
Spotless common areas every morning.
Coffee at seven during move-in week.

AMENITIES YOU'LL ACTUALLY USE

Resort pools, real gyms, study lounges
that stay open late, rooftops built for
the whole group.

YOUR PEOPLE, ON YOUR FLOOR

Game-day watch parties, rooftop
dinners and a calendar that fills your
semester.

YOUR TOOLS

Agree first

Answer, then ask

What happens when it's wrong?

A price vs. a person

Recap the service

Find their budget

Two-choice close

*Online has a price. We have a person.
Make sure they hear the difference.*