

# ACE THE PHONE SHOP

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THE MICA CREEK DIFFERENCE

## REAL PEOPLE. REAL CONVERSATIONS. REAL NEXT STEPS.

### 100

POINTS ON  
EVERY SHOP

### BE A HUMAN

Talk like a person, not a robot. No one wants AI.

### ASK, DON'T PITCH

Questions first. The more you know, the easier it gets.

### GET 5 POINTS OF INFO

School, hometown, why they're moving, must-haves, schedule.

### ALWAYS CLOSE

Every call ends with a tour, an app or a next step.

## FIVE PARTS, *five must-dos each*

Left: what the shopper scores. Right: transitions, the easy ways to ask for it.

| PART                                                      | DO THESE 5                                                                                                                                                                                                                                                                                                                                                                                           | TRANSITIONS • HOW TO ASK                                                                                                                                                                                                                  |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>01 GREETING</b><br>FIRST 10 SECONDS<br><br>15          | <ol style="list-style-type: none"> <li>1 Thank them + name the community 3 PTS</li> <li>2 Say your name 3 PTS</li> <li>3 Smile so they can hear it 3 PTS</li> <li>4 Get their name early 3 PTS</li> <li>5 Sound human, not scripted 3 PTS</li> </ol>                                                                                                                                                 | <p>"Thanks for calling [Community], this is [Name]!"</p> <p>"Who do I have the pleasure of talking with?"</p> <p>"Love that, [Name]. What can I help you with today?"</p>                                                                 |
| <b>02 NEEDS</b><br>GET THE INFO EARLY<br><br>25           | <ol style="list-style-type: none"> <li>1 Ask how they heard about us 5 PTS</li> <li>2 Get their full name 5 PTS</li> <li>3 Ask for the tour early 5 PTS</li> <li>4 Email: say why (intro email + pricing recap) 5 PTS</li> <li>5 Phone number: a direct line to text us any questions 5 PTS</li> </ol> <p>5 POINTS OF INFO Major? Local? Why moving?</p> <p>What matters most? Morning or night?</p> | <p>"Out of curiosity, how'd you hear about us?"</p> <p>"What are you studying? Are you from around here?"</p> <p>"Best email? I'll send an intro + recap today's pricing."</p> <p>"Best cell? Then you can text me any questions."</p>    |
| <b>03 VIBE CHECK</b><br>MAKE THEM WANT TO VISIT<br><br>20 | <ol style="list-style-type: none"> <li>1 Make them want to visit: upsell the amenities 4 PTS</li> <li>2 Be friendly and excited 4 PTS</li> <li>3 Showcase the location 4 PTS</li> <li>4 Show off the amenities that fit them 4 PTS</li> <li>5 PRO TIP Tie this back to the discovery phase 4 PTS</li> </ol>                                                                                          | <p>"Night owl? You'll love the rooftop after dark."</p> <p>"We're a quick walk to campus. 8 a.m. classes, easy."</p> <p>"Studying nursing? The study rooms are a lifesaver."</p>                                                          |
| <b>04 VALUE</b><br>PRICE + THE WHY BEHIND IT<br><br>20    | <ol style="list-style-type: none"> <li>1 Ask what they want: views, floor, features 4 PTS</li> <li>2 Never drop a price alone 4 PTS</li> <li>3 Explain the price + the features in it 4 PTS</li> <li>4 Ask what they think of the price 4 PTS</li> <li>5 Like it? Invite them in. Too high? Find their budget 4 PTS</li> </ol>                                                                       | <p>"Are views a big deal for you? Pool side or city side?"</p> <p>"How does that price feel for you?"</p> <p>"YES: We'd love to have you in! I'll send the application."</p> <p>"TOO HIGH: Totally fair. Where else are you looking?"</p> |
| <b>05 CLOSING</b><br>LOCK IN THE NEXT STEP<br><br>20      | <ol style="list-style-type: none"> <li>1 Confirm their name, number + email 4 PTS</li> <li>2 Book the tour or send the application 4 PTS</li> <li>3 Give a real reason to act now 4 PTS</li> <li>4 Full? Explain the waitlist (replaces 2 + 3) 8 PTS</li> <li>5 Recap the next step + a real thank-you 4 PTS</li> </ol>                                                                              | <p>"Thursday at 3 or Saturday at 11. Which works better?"</p> <p>"August is filling fast. Want me to hold that time?"</p> <p>"Thanks so much, [Name]! Watch for my text and email."</p>                                                   |
| <b>TOTAL 100</b>                                          | Greet → Needs → Vibe → Value → Close. Get 5 points of info up front, then tie everything back to it.                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                           |

Every shop is scored out of 100. If a property is full or waitlisted, explaining the waitlist (8 pts) is scored in place of booking the tour and creating urgency in Closing.

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

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