



MICA CREEK
LIVING

ACE THE TOUR SHOP

OPEN THE TRAINING ITINERARY →

THE MICA CREEK DIFFERENCE

REAL PEOPLE. REAL TOURS. REAL NEXT STEPS.

100

POINTS ON
EVERY SHOP

BE A HUMAN

A conversation, not a walkthrough. Use their name.

WALK IT FIRST

Check the tour path and model before they get there.

MAKE IT THEIRS

Show what fits their 5 points of info, not everything.

ALWAYS CLOSE

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

FIVE PARTS, *five must-dos each*

Condensed from the tour shop survey. Left: what the shopper scores. Right: easy ways to say it.

PART	DO THESE 5	TRANSITIONS • HOW TO ASK
01 GREETING FIRST IMPRESSION 15	1 Greet them right away, with a smile 3 PTS 2 Introduce yourself 3 PTS 3 Dress the part: business casual 3 PTS 4 Get their name + use it all tour 3 PTS 5 Offer something from the WOW fridge 3 PTS	"Hey, welcome in! I'm [Name]." "And you are? So good to meet you, [Name]." "Grab a drink from the WOW fridge before we head out!"
02 NEEDS BEFORE YOU LEAVE THE OFFICE 15	1 Fill out or pull up their guest card 3 PTS 2 Ask size, move-in, roommates, pets, budget 3 PTS 3 Get the 5 points of info 3 PTS 4 Get a photo ID before the tour 3 PTS 5 Show the value in the price 3 PTS	"Called ahead? I've got your guest card right here." "Can I grab a photo ID before we head out? Totally standard." "What matters most: views, floor, pool side or city side?"
03 TOUR SHOW IT, DON'T LIST IT 25	1 Keep it a real conversation the whole way 5 PTS 2 Tour the community + amenities 5 PTS 3 Model is clean, styled, smells good, comfy temp 5 PTS 4 Show the features that fit them 5 PTS 5 Check in: what do they like so far? 5 PTS	"You said you're a night owl. This rooftop is yours." "What do you like most so far?" "What do you think of the space? Can you see yourself here?"
04 CLOSING LOCK IN THE NEXT STEP 25	1 Go over pricing, fees + the deposit 5 PTS 2 Give a real reason to act now 5 PTS 3 Invite them to apply 5 PTS 4 Full? Explain the waitlist + when we'll follow up (replaces 2 + 3) 10 PTS 5 Send them home with info + follow up within 24 hrs 5 PTS	"Here's the full breakdown: rent, fees and the deposit." "This floor plan goes fast. Want to lock it in today?" "Here's a folder to take home. I'll text you tomorrow!"
05 VIBE CHECK WOULD THEY LEASE HERE? 20	1 They'd lease here (or come back to see more) 4 PTS 2 Friendly, excited + professional 4 PTS 3 Easy to follow + really listening 4 PTS 4 Know the community inside and out 4 PTS 5 PRO TIP Tie it back to the discovery phase 4 PTS	"Nursing, right? The study rooms are open late." "Great question. Here's how that works..." "Your roommates would love this. Want me to send them a video?"

TOTAL 100

Greet → Needs → Tour → Close → Vibe. Learn about them in the office, then show them their life here.

Every shop is scored out of 100. If a property is full or waitlisted, explaining the waitlist (10 pts) is scored in place of urgency and the application in Closing. No physical tour or model? Photos, video and floor plans count.

FAIR HOUSING • EVERY TOUR

- Say resident, occupant or person, never other terms for who lives with them
- Show what they asked for. Never steer them to a building or unit
- Never call it "safe" or "secure" ("security deposit" is fine)

CURB APPEAL • WALK IT BEFORE THEY ARRIVE

- Signs clear + spelled right
- No trash, butts or messy dumpsters
- Office tidy, no food at desks
- Parking lot clean
- Landscaping kept up
- Tour path free of pet waste

Be a human, make every tour personal, and always leave with a next step.

ITINERARY →

TRAINING HOME →