***Objection:*** I want to talk it over with my husband / wife.

***Specific techniques for overcoming this Objection:***

1. Great, then let’s arrange to hold this apartment home so that Mr. / Mrs. \_\_\_\_\_\_\_\_ can see for himself / herself how beautiful it is. Better yet – let’s make an appointment for you to bring your husband / wife over tonight or tomorrow. If he / she doesn’t like the apartment, I’ll be happy to refund your deposit in full.

2. I’m certain he/she would trust your judgment in selecting the best possible home for both of you, but I understand your concern. You should know, though, that this is a rather popular floorplan. You would certainly be disappointed if this beautiful apartment home were gone when you returned, so the best decision would be for you to reserve it with a deposit and set up a later appointment for Mr. / Mrs. \_\_\_\_\_\_\_ to visit.

3.

4.

5.

6.

***Objection:*** I’m Just Looking.

***Specific techniques for overcoming this Objection:***

1. Good, you should look around – but if you don’t mind my asking, what are you looking for that you haven’t found here?

2.

3.

4.

5.

6.

***Objection:*** Let me take a brochure and get back to you.

***Specific techniques for overcoming this objection:***

1. Certainly! I’ll be happy to! You can show it to your friends who ask about your new apartment home!

1. I’ll be happy to give you a custom brochure that includes all the details about the floorplans that best meet your needs – but I want to be certain that I’ve told you everything you need to know in order to make a smart decision. If a brochure could do that, then I’d be out of a job! Now, is there anything at all that is not clear? That’s what I’m here for!
2. If brochures could do what I’m paid to do, then I’d be out of a job! Now, is there anything that is not clear? That’s what I’m here for. Exactly what it is that you’re not sure about?

4.

5.

6.

***Objection:*** This apartment is too dark.

***Specific techniques for overcoming this objection:***

1. In other words, you feel that the natural lighting would not be sufficient? Remember, a great view and privacy are also important. Don’t you agree that this wooded view and the filtered light it provides will save on utilities? You’ll also find several electrical outlets in each room, so you can very easily position lamps wherever you’d like a little extra light.

2.

3.

4.

5.

6.

***Objection:*** This color scheme (or carpet) is too dark / not what I wanted.

***Specific techniques for overcoming this objection:***

1. The carpet color is beneficial in that it doesn’t show dirt easily and resists wear and tear. You would enjoy that convenience, wouldn’t you? Remember that once you’ve moved in and done your own personal decorating, the carpet will only be a background to your own furniture and accessories. They’ll be the real focal point.

2.

3.

4.

5.

6.

***Objection:*** I can hear noise from the parking lot.

***Specific techniques for overcoming this objection:***

1. You’ll occasionally hear your neighbors outside, just as you would in any neighborhood; but remember that most of your neighbors will be coming and going at around the same time that you are.

2.

3.

4.

5.

6.

***Objection:*** Being so close, I’m bound to hear noise from the road outside.

***Specific techniques for overcoming this objection:***

1. You can be certain that we had our residents ears in mind when we designed McNeil House. You actually have three levels of insulation against outside noise. Our landscaping serves as a buffer to eliminate excessive noise from surrounding areas. Next comes our outstanding construction. Then, your own window coverings will add yet one more level of insulation against outside noise. We had all of that in mind from the very beginning – we wanted to be certain that you’d be able to really enjoy that surround sound system that we pre-wired your apartment home for – without any outside distractions.

2.

3.

4.

5.

***Objection:*** I’ll hear noise from neighboring apartments.

***Specific techniques for overcoming this objection:***

1. I can’t guarantee that you’ll never be bothered by noise, but we are very concerned with providing our residents with peace and quiet. Our walls are specially designed to insulate against outside noises. In fact, the walls that you share with your neighbors have five full inches of insulating airspace between them for added sound control. We also screen our residents very carefully and limit the number of people who can reside in each apartment home. Should you ever have a problem with a noisy neighbor, our staff will be very receptive in helping you solve the problem.

2.

3.

4.

5.

***Objection:*** I heard about / visited another community that offers more square footage at the same rental rate.

***Specific techniques for overcoming this objection:***

1. Yes, I’ve visited that community myself. It’s my job to know what else is out there. In my experience, few apartment homes are as well designed as this one. First of all, the garage and huge closets will let you conveniently store things outside of your living space. Every single window, door, and wall was put in place with the goal of maximizing functional living space in every way possible. Is there anything that you have that wouldn’t fit into this apartment home?

2.

3.

4.

5.

***Objection:*** There is no linen closet.

***Specific techniques for overcoming this objection:***

1. If you have a lot of linens and towels, you’ll find plenty of room to store them

in these bathroom cabinets. Also, there’s plenty of available storage space in the other closets. We can even arrange to have a custom storage system installed for you as an upgrade option.

2.

3.

4.

5.

6.

***Objection:*** I don’t like the location of the circuit breaker box.

***Specific techniques for overcoming this objection:***

1. One of your favorite pictures or wall hangings will cover it completely. You’ll

probably forget that it’s even there!

2.

3.

4.

5.

6.

***Objection:*** The apartment is too small.

***Specific techniques for overcoming this objection:***

1. It may seem small, but consider that it’s actually very efficiently sized. The

space is designed for maximum flexibility, it will be easier to clean, will cost less to decorate, your utilities will be lower, there are lots of windows to make the apartment home bright and cheerful, and it costs less than a larger apartment.

2.

3.

4.

5.

6.

***Objection:*** We wanted an upstairs apartment.

***Specific techniques for overcoming this objection:***

1. I understand. Being upstairs has its benefits – but so does being downstairs.

Think of how much easier it will be to move in. You still have privacy and a great view; and think of how much easier it will be to bring in the groceries!

2.

3.

4.

5.

6.

***Objection:*** I’ve heard that you have lots of traffic here.

***Specific techniques for overcoming this objection:***

1. Yes, traffic does go hand-in-hand with convenience. Many of our residents chose McNeil House because of its convenient location.

2.

3.

4.

5.

6.

***Objection:*** This community seems to have an older/younger group of residents.

***Specific techniques for overcoming this objection:***

1. Actually, people of all ages come to us in search of a quality home, and that’s

what we pride ourselves on providing here… a beautiful, quality community with great neighbors of all ages. I think you’ll be happy here.

2.

3.

4.

5.

6.

***Objection:*** This apartment doesn’t have enough room for my dining room furniture.

***Specific techniques for overcoming this objection:***

1. The area is actually much more accommodating than you might perceive. I

can even show you a few examples of how your dining room furniture might be arranged (show them the floorplan with standard-sized furniture placements).

1. We do offer several floorplans that might better meet your needs, if you’re willing to consider the price.

3.

4.

5.

6.

***Objection:*** There’s not enough closet space.

***Specific techniques for overcoming this objection:***

1. Well, then let’s look at some of your other options together. You have extra storage space in the garage for items that you don’t need immediate access to. We can also arrange to have custom storage systems installed in the garage or closets for you as an upgrade option. You’d be surprised at how well a custom shelf and drawer system can multiply the storage space in even a small closet. If you don’t have a washer and dryer, you can even make use of the laundry area for additional storage! We can arrange to customize that area for you as well.

1. We do offer several floorplans that might better meet your need for closet space, if you’re willing to consider the price.

3.

4.

5.

6.

***Objection:*** This bedroom is too small.

***Specific techniques for overcoming this objection:***

1. The light from this large window opens up the room quite a bit, and the area is actually much more accommodating than you might perceive. I can even show you a few examples of how your bedroom furniture might be arranged (show them the floorplan with standard-sized furniture placements).

2. This closet is actually designed to accommodate a dresser along the back wall. Our designers planned it that way just to offer the option of extra storage space, but you might want to place your dresser there just to make a little more room out here.

1. We do offer several floorplans that might better meet your needs, if you’re willing to consider the price.

4.

5.

6.

***Objection:*** I wasn’t planning on spending this much.

***Specific techniques for overcoming this objection:***

1. Well, then let’s take another look at the rental value. When we discussed your needs, you told me that you’d budgeted $\_\_\_\_ a month for your new apartment home. This one is only $\_\_\_\_ more per day, and it offers everything that you’re looking for. Don’t you think that this beautiful apartment home is well worth it?

2.

3.

4.

5.

6.

***Objection:*** I would like to have a microwave oven.

***Specific techniques for overcoming this objection:***

1. Microwave ovens are fairly inexpensive. You could purchase a state-of-the-art microwave in no time with the money you’ll save from our super-efficient utilities, community conveniences, or enjoying your new gourmet kitchen instead of dining out as often!

2.

3.

4.

5.

6.

***Objection:*** I really wanted a roommate floorplan.

***Specific techniques for overcoming this objection:***

1. In my experience, the important considerations for living comfortably with

a roommate are that each bedroom has a private entry, plenty of closet space, and a full bathroom. Each private area offers it’s own advantages – the larger bedroom offers more space, but the slightly smaller bedroom is far easier to decorate and maintain. The common living areas, where you’ll be spending most of your waking time, are exceptionally well designed. Don’t you agree that this great apartment home will more than meet your needs?

2.

3.

4.

5.

***Objection:*** I can’t make a decision without my roommate.

***Specific techniques for overcoming this objection:***

1. This floorplan is (or Roommate floorplans are) quite popular and in high demand. Your interests are probably similar, and I’m certain he / she is looking for the same things that you are in a new home. Let’s hold it with a deposit and make an appointment for your roommate to visit. That way you won’t have any worries about your roommate loving the apartment as much as you do!

2.

3.

4.

5.

6.

***Objection:*** I didn’t bring my checkbook.

***Specific techniques for overcoming this objection:***

1. Well, then I suggest that you fill out your application anyway, just to save time. You can drop off the check this evening through our night slot.

1. How much money do you have with you today? You can bring the remainder of the deposit tomorrow.

3.

4.

5.

6.

***Objection:*** I don’t have to move for several weeks. Why decide now?

***Specific techniques for overcoming this objection:***

1. Our residents are often considerate enough to provide up to sixty days notice before moving. That means that the largest selection of apartments is available to you now, well in advance of your moving date. Be selecting the apartment of your choice today, you would be assured of having the perfect home for your needs. Wouldn’t it be wise to avoid settling for a less desirable apartment home later?

2.

3.

4.

5.

6.

***Objection:*** You don’t have a notice available in my timeframe.

***Specific techniques for overcoming this objection:***

1. Since we don’t have the apartment home of your choice available to us, I’d

strongly recommend joining our priority waiting list program. It’s a small investment that gives you the big advantage of being informed first if the floorplan of your choice becomes available.

1. Since I can’t help you find a home at McNeil House today, I’d like to help you the very best way I can. (Refer them to a community that’s participating in our locator program.)

3.

4.

5.

6.

***Objection:*** This is the first community that I’ve looked at.

***Specific techniques for overcoming this objection:***

1. I understand. One of the qualifications I had to meet in order to lease here

was to visit the other communities in the area and become very familiar with what they have to offer. I can assure you, from experience, that this is the absolute finest apartment community you’ll find. I understand that you may still want to see for yourself, but I strongly encourage you to hold the apartment with a deposit to ensure that it’s here tomorrow.

2. Why did you visit us first? Was it because our community offers you excellent access to work, as well as the fitness facilities you’re looking for? I’m certain you also appreciate the other more unique features we have to offer. What else are you looking for in an apartment home?

1. Since you’ve found the perfect apartment home for you here today, why not go ahead and reserve it in order to enjoy the rest of the week / weekend, relaxing and getting to know the area?

4.

5.

6.

***Objection:*** The community down the street offered me \_\_\_\_\_\_\_\_\_\_.

***Specific techniques for overcoming this objection:***

1. We’re recognized for the quality that we offer. People are attracted to us because we deliver the important things – dedication, commitment, quality, and comfort. You can be confident that all of your needs will be taken care of. Isn’t that even more important to your long-term satisfaction than a small gift or discount?

2. We may not be offering the temporary benefit of a special rental rate or gift, but I can guarantee you the long term benefit of a quality home that you will enjoy every single day that you call McNeil House your home. Don’t you agree that the long term value is far greater?

1. There’s usually a reason behind an apartment community’s decision to offer a gift or discount in order to win residents. Why do you think they’re trying to sway your decision with a one time gift?

4.

5.

6.