

# Challenging Locations: Turning Concerns into Confidence

Building Trust. Emphasizing  
Value. Closing with Confidence.

## 1. Reframe the Narrative: Highlight the Positives

### Modern Building, Elevated Living

- Emphasize the brand-new construction: clean, quiet, efficient, and stylish.
- Focus on unit features: modern finishes, soundproofing, in-suite laundry, secure access.
- Reinforce the amenities: rooftop terraces, fitness rooms, lounges—creating a safe haven above the city.

### Prime Convenience, Urban Connection

- Walkable to universities, hospitals, offices, and transit.
- “Live where life happens”—downtown access, culture, and career opportunities all nearby.
- “Hidden gem in a transitioning area”—appeal to early adopters who want value and location.

### Safety by Design

- Controlled fob-only access and video intercoms.
- Well-lit entryways, secure mail rooms, and building surveillance.
- Friendly and visible property staff = peace of mind for residents.

## 2. Understand the Prospect's Concerns—and Address Them Directly

### Common Objection:

"I like the suite/building, but I'm worried about the neighbourhood."

### How to Respond:

- "I completely understand. That's something we hear occasionally—and why we've gone above and beyond to make this building a secure and comfortable place to live."
- "Would it be helpful if I showed you the security features we have in place?"
- "Let's take a walk around the building and I will point out what current residents love about the area."

## 3. Key Talking Points for Reassurance

### Concern: Unhoused Individuals

#### Positive Framing:

"Like many downtown areas, we're close to services that help the community. What matters most is how the building is managed—and we take that seriously."

### Concern: Supervised Drug Use Centre

#### Positive Framing:

"That centre is part of the city's health infrastructure. The upside is we're in a location with strong public investment and services."

### Concern: General safety concerns

#### Positive Framing:

"We've had zero incidents inside the building. It's secure, well-lit, and well-staffed. Residents often tell us they feel very comfortable living here."

## 4. Pro Tips for Successful Lease-Ups

- **Tour Timing:** Offer showings in late afternoon/early evening so prospects see the area at typical commuting times.
- **Resident Testimonials:** "We had the same concerns... but now we love it!" Real stories build credibility.
- **Create a 'Peace of Mind' FAQ Sheet:** Include details about security, convenience, and management responsiveness.
- **Point to the Future:** "This neighbourhood is changing fast. You are getting in ahead of the curve—and at better rates."



### Final Thought for your Team

Every city has pockets of challenge—but every great building is an opportunity to change perceptions. When we focus on the quality of life inside the building and the strength of our operations, we build confidence and close leases.

