

“There’s No Parking”

Turning Parking Concerns into Solutions

1. Reframe the Narrative: Highlight the Positives

Smart Location, Smarter Alternatives

- Nearby public transit, bike storage, and walkable amenities reduce reliance on cars.
- Dedicated visitor parking or street options may offer more flexibility.
- Car-sharing partnerships or discounted ride-share programs support modern lifestyles.

Focus on Total Convenience

- Residents save time and money by living close to work, school, or essential services.
- Walkability and transit access can outweigh the inconvenience of limited parking.
- Many residents who initially worried about parking end up not needing it.
 - Ex. downsizers and remote workers.

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

Common Objection:

“I really like the unit, but I need a guaranteed parking spot.”

How to Respond:

- “I understand—parking is important for many people. Let me walk you through your options.”
- “Some residents find they don’t need a dedicated spot once they move in. Let’s talk about how you typically get around.”
- “Would it help if I showed you local parking alternatives or transit options nearby?”

3. Key Talking Points for Reassurance

Concern: No assigned parking

Positive Framing:

“While we don’t offer private spots, most residents find nearby street or public lots meet their needs. We’re also steps from transit and bike-friendly routes.”

Concern: Parking isn’t included in rent

Positive Framing:

“This gives flexibility—those who don’t need parking aren’t paying for it. For drivers, we offer optional add-ons or tips for nearby alternatives.”

Concern: Parking is limited or first come, first served

Positive Framing:

“We find most residents settle into a routine quickly. Let me show you where people typically park and how we help new tenants get oriented.”

4. Pro Tips for Successful Lease-Ups

- **Know Your Map:** Keep a list of local parking garages, municipal lots, and street parking rules.
- **Show Alternatives:** Highlight transit maps, bike paths, or walkability scores during tours.
- **Partner Smart:** If available, mention any ride-share, carpool, or community shuttle options.
- **Offer Reassurance:** Let residents know you’ll support them during their first few weeks as they adjust.



Final Thought for your Team

Parking concerns are about control and convenience. When we lead with empathy and offer practical solutions, we help residents see that life here still works—parking or not.

