

“It’s Too Expensive”

Value vs. Price: Turning Budget Concerns into Belief

1. Reframe the Narrative: Highlight the Positives

Premium Living, Long-Term Savings

- Brand-new construction means **fewer repairs** and **lower utility bills**.
- In-suite laundry, energy-efficient appliances, and secure access add **daily comfort**.
- Amenities like fitness centres, co-working spaces, and lounges **reduce the need for outside expenses**.

Smart Investment in Daily Life

- Compare what’s included: upgraded finishes, modern design, and on-site support.
- Convenience saves money—no long commutes, gym memberships, or laundromats.
- Living here is an upgrade in quality, not just cost.

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

Common Objection:

“I love it, but I just can’t justify the price”

How to Respond:

- “I hear you. Price is always top of mind—but often, it’s not just what you pay, but what you get for it.”
- “Let’s walk through what’s included. Most of our residents actually find they **spend less** overall once they move in.”
- “Would it help if I broke down the value by monthly savings in other areas?”

3. Key Talking Points for Reassurance

Concern: Rent is higher than their last place

Positive Framing:

"This is a different level of home—modern, quiet, secure, and filled with time-saving features. Most residents tell us the added convenience and peace of mind are worth it."

Concern: Competing listings seem cheaper

Positive Framing:

"Some listings don't include heat, water, or upgraded appliances—and many don't offer the kind of secure access and amenities we provide. Make sure you're comparing apples to apples."

Concern: Budget is tight

Positive Framing:

"Let's look at which suite size and floorplan might fit best. We often find a layout that still checks all the boxes—without breaking the budget."

4. Pro Tips for Successful Lease-Ups

- **Bundle the Benefits:** Create a value-comparison sheet showing what's included here vs. older buildings.
- **Tour Differently:** Emphasize time-saving features and lifestyle perks during walk-throughs.
- **Use Stories:** Share testimonials from current residents who originally felt the same—but now see the value.
- **Payment Flexibility:** If applicable, highlight promotions, deposit assistance, or split-pay options.



Final Thought for your Team

Price objections are not rejections—they're invitations to show why it's worth it. When we lead with confidence, focus on what's included, and connect to the resident's lifestyle, we move from "too expensive" to "worth every penny."

