

“It’s Too Expensive”

Turning Price Objections into Leases

1. Reframe the Narrative: Highlight the Positives

Premium Living, Smart 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 matters. But it’s not just what you pay, it’s about what you get.”
- “Most of our residents actually find they spend less overall once they move in. Can I show you how?”
- “Would it help if we looked at the monthly savings compared to your current place?”

3. Key Talking Points for Reassurance

Concern: Rent is higher than their last place

Positive Framing:

"This is a step up—modern, quiet, secure, and filled with time-saving features. Residents tell us the peace of mind is worth it."

Concern: Other listings look cheaper

Positive Framing:

"Many don't include utilities, upgraded appliances, and the kind of secure access or amenities we provide. Make sure you're comparing apples to apples."

Concern: Budget feels tight

Positive Framing:

"Let's explore layouts that fit your budget while still checking your must-haves."

4. Pro Tips for Successful Lease-Ups

- **Bundle the Benefits:** Show a side-by-side value comparison with older buildings.
- **Tour Differently:** Spotlight features that save time and money during walkthroughs.
- **Tell Stories:** Share resident testimonials (especially from those who hesitated at first).
- **Offer Flexibility:** Highlight promotions, deposit help, or split-pay options.



Final Thought for your Team

Price objections aren't roadblocks—they're opportunities. Lead with confidence, highlight value, and connect to lifestyle. That's how you turn "too expensive" into "absolutely worth it."

