

# “I Need to Talk to My Partner/Family First”

*Turning Delay into Dialogue*

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## ✅ 1. Reframe the Concern – It’s About Shared Decision-Making

### **Empower Their Confidence**

- Respect that housing decisions affect more than one person.
- Equip them with tools to present the suite confidently to others.
- Offer to provide photos, floorplans, and key benefits in a follow-up email they can share.

### **Make It Easy to Say Yes Together**

- Offer a second showing with their partner or family.
  - Provide a takeaway sheet summarizing the most important selling points.
  - Let them know you're available to answer follow-up questions by phone or email.
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## 🧠 2. Understand the Prospect’s Internal Dialogue

### **Common Objection:**

“I love it, but I really need to talk to my partner before I decide.”

### **How to Respond:**

- “Absolutely—I’d want to do the same. Can I help you summarize what stood out today?”
  - “Would it be helpful if I sent a short email with pictures and top features for you to share?”
  - “If they have any questions, I’d be happy to jump on a call with both of you.”
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## 💬 3. Key Talking Points for Reassurance

### **Concern: They want their partner to feel equally involved**

#### **Positive Framing:**

“That makes total sense. We want everyone to feel good about the decision. I can make sure you have everything needed to walk them through it.”

### **Concern: Fear of making the wrong decision**

**Positive Framing:**

“This is a big move, and it’s smart to get on the same page. Let’s recap the key features that impressed you and see how they align with what your partner might care about.”

**Concern: They’re stalling or unsure****Positive Framing:**

“Take the time you need. I’ll follow up tomorrow in case you have new questions or want to book a second visit.”

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**4. Pro Tips for Leasing Teams**

- **Be Prepared:** Have a ready-to-send follow-up email template with suite highlights and photos.
  - **Don’t Push:** This is about trust—offer help, not pressure.
  - **Offer to Rebook:** Encourage a joint visit to see the suite together.
  - **Stay Top of Mind:** Use warm, friendly follow-ups that reaffirm their interest without being intrusive.
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**5. Final Thought for Your Team**

**When someone needs to consult a partner or family member, it’s not a rejection—it’s a sign they care about the decision. Support that care with tools, patience, and follow-up, and you’ll build trust that leads to leases.**