



Internet Leasing Response Templates

These templates are examples that may be appropriate for many apartment communities. Your use of these should be tempered so that the reply fits your property and the prospect's need and request.

Have You Called or Texted Already? I recommend that you ALWAYS call the prospect on the phone first to see if they are available to chat. This allows for a much warmer and sincere initial contact. A phone conversation gives you the chance to use friendly personality and sales skills to create a positive and trusting relationship.

Initial Response to First Request

Thank you for your interest in **Premier at City Line**. Our community offers all the comfort of home with great amenities making your apartment feel special. We currently have one and two bedroom floor plans available. Our apartments are completely renovated with a total property redesign project in progress! Our spacious apartment homes include new stainless-steel appliances, new fixtures, and cabinets, as well as beautiful hardwood flooring.

Premier City Line is open for live tours daily from 10am-4:30 pm. We would be happy to schedule a tour appointment for you at your convenience. Please call our office at **215-477-3200** to schedule a tour.

Best,
Margaret
215-477-3200
PS: We've got the views!

Follow Up After No Reply to Initial Response

Still looking for a new place to call home? We would be happy to schedule a tour and show you Premier at City Line. Our newly renovated apartments are spacious with fabulous views! If you would like a tour, more information, or have questions, please call our office at 215-477-3200.

I look forward to showing you Premier at City Line and answering questions you may have about our community. This could be your new home in Philadelphia!

Best,
Margaret
margarets@premieratcitylineapt.com
215-477-3200

Invitation to Come Look Again Sent Out to Former Prospect

Hello Again from Premier at City Line!

We would like to re-invite you to tour at **Premier at City Line** and take advantage of new rental specials. Changes are happening beginning with our newly renovated lobby. We are excited to announce that we have made some limited time adjustments for our redesigned apartments. We are currently offering some enticing move in incentives!

- First Month FREE!
- No application fees
- Preferred Employer Perks.

These savings will make moving in easier and cost effective.

We have made significant progress in our redesign of the community. Its gorgeous!
Please call **215-477-3200** for a tour or information. **Come take a second look!**

Thanks,
Margaret
Premier at City Line
215-477-3200

Encourage the Completion of the Application that was Partially Done

Hi

I see that you have started an application for Premier at City Line. I would like to invite you for a live or virtual tour of our community. We are open M-F from 10-4:30 for live tours. Virtual tours can be scheduled at any time. I am also here on the weekends if you would prefer that time.

I can answer any questions that you may have about Premier at City Line. We can provide a personalized pricing offer for the apartment home that you have chosen. Please let me know how I can help you complete your application so we can hold an apartment just for you!

Best,
Margaret
Premier at City Line
215-477-3200

Tour Scheduled

I have your tour scheduled for **Tuesday at 1:30 pm**. Our address is 6100 City Ave, Philadelphia, PA 19131.

When you arrive: Call our office at **215-477-3200** and I will open the gate for VIP parking. Our leasing office is on the ground level as soon as you walk into our beautiful lobby.

Looking forward to showing you the new and improved **Premier at City Line!**

Thanks,
Margaret
Premier at City Line

Still looking?

Still looking for an apartment? Why not check out Premier at City Line? Our newly renovated apartments are spacious with fabulous views! Call me now to schedule a tour so you can take advantage of our temporary move-in specials.

I look forward to meeting you showing you Premier at City Line. Call anytime if you have questions. **This could be your new home in Philadelphia!**

Best,
Margaret
margarets@premieratcitylineapt.com
215-477-3200

Thanks for the Tour!

Thanks for the tour! It was a pleasure to meet you, and I'm so glad we got a chance to discuss what you're looking for in an apartment home. I know this is an exciting and potentially nervous time for you, so let me say that you are in good hands.

Premier at City Line will provide the type of management that makes it very easy to be a resident. Our community's redesign and spacious apartments feel like home as soon as you move in! Let me know have additional questions or if I can assist you further. Or go ahead and apply online right now! **Then I can hold that apartment you saw just for you.**

Thanks,
Margaret
215-477-3200

Responding to Apartment List Leads

Hello _____,

Apartment List sent me your name indicating that you may be looking for an apartment in our area. We believe that **Premier at City Line** will very closely match what you are needing in an apartment home. Our newly renovated community is centrally located in a beautiful area of Philadelphia.

Premier at City Line offers newly renovated apartment homes with stainless-steel kitchens, granite countertops, hardwood floors and fabulous 20-foot balconies! The redesigned apartment homes have all new cabinetry, tile, and carpeting throughout.

I would like to invite you for a tour of our property. Please call **215-477-3200** for more information or to set up a tour. You can virtually tour our remodeled apartments by visiting www.premieratcitylineapt.com.

Let me know when you would like to come for a visit!

Best,
Margaret
Premier at City Line
6100 City Ave., Philadelphia, PA 19131
215-477-3200