

# “I Don’t Want to Commit to a 12-Month Lease”

Turning Commitment Concerns into Confidence

## 1. Reframe the Narrative: Highlight the Positives

### Focus on Stability with Options

- A 12-month lease locks in today’s price—protecting against future rent increases.
- It gives peace of mind: no moving costs or re-listing hassles for a full year.
- Residents often stay longer once they settle in and enjoy the lifestyle.

### Highlight Flexibility Within the Term

- Many leases offer early termination options with proper notice.
- Subletting or lease assignment may be possible if plans change.
- Emphasize that your team is here to help if life shifts unexpectedly.

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

### Common Objection:

“I like it, but I’m not sure where I’ll be in a few months—12 months feels like too much.”

### How to Respond:

- “Totally fair. Life moves fast—can I ask what might change in the next year?”
- “Let me walk you through how our lease works and what flexibility it may include.”
- “We’ve had lots of residents in similar situations who ended up renewing—they didn’t want to leave!”

### 3. Key Talking Points for Reassurance

**Concern: Fear of being locked in**

**Positive Framing:**

“It’s about creating stability during a time when everything else is uncertain. And we’re here if something changes—just talk to us.”

**Concern: Job, school, or relationship uncertainty**

**Positive Framing:**

“Totally understandable. If you do need to relocate or adjust, we can often work with you through subletting or assignment options.”

**Concern: Wants short-term living**

**Positive Framing:**

“We focus on long-term quality living—but we may still have some short-term options available. Let’s chat about what’s possible.”

### 4. Pro Tips for Successful Lease-Ups

- **Know Your Policy:** Be clear and confident about early exit, sublet, and transfer policies.
- **Listen Deeply:** Try to uncover what’s behind the hesitation—then tailor your solution.
- **Reinforce Value:** Remind prospects of the lifestyle, community, and convenience they’re locking in.
- **Stay Calm:** Don’t oversell—show flexibility and understanding instead.



#### Final Thought for your Team

Lease term objections often mask uncertainty about the future. When we lead with empathy and explain how a 12-month lease protects and supports their lifestyle, we replace hesitation with peace of mind.

