



Email Templates & Inquiry Scripts

First Impressions Matter (Even Over Email!)

Whether you're requesting more details or booking a tour, your message should be clear, complete, and polite. It helps you get the info you need—and makes it easier for the leasing team to respond quickly.

Real Talk from Noon:

“When I worked in property management, you'd be shocked how many online inquiries came in with missing info—like no contact information at all. We wanted to help, but we literally couldn't follow up! A clear, friendly message with the basics goes a long way—and often gets prioritized.”

The 5 Ws of a Great Inquiry

When reaching out, always try to include:

- **Who** you are (name + best contact method)
- **What** you're interested in (specific floor plan or unit type)
- **Where** you saw the listing
- **When** you're hoping to tour AND move
- **Why** this place caught your attention (optional, but helpful!)

Example Email: Requesting More Info

Subject: Inquiry About [Community Name] – 1BR Availability

Hi [Leasing Office or Name],

I saw your listing for [Property Name] on [Zillow/Apartment List/etc.] and I'm interested in a 1-bedroom for a mid-October move-in. Could you confirm what's currently available, pricing (including any fees), and whether you have weekend tour times? I'd also love to know what's included in rent (utilities, parking, etc.).

Thanks so much!

Name

Phone: (xxx) xxx-xxxx

Email: yourname@email.com

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Example Email: Ready to Book a Tour

Subject: Schedule a Tour at [Community Name]

Hi [Leasing Office or Name],

I'm interested in touring your [1BR / 2BR] floor plan and was hoping to schedule a time this [day/date]. I'm looking to move around [month/timeline], and I'd love to learn more about your leasing process, application requirements, and any current specials.

Please let me know what times are available!

Thanks in advance—looking forward to visiting.

Name

Phone: (xxx) xxx-xxxx

Email: yourname@email.com



Inquiry Script (for Phone or Text)

"Hi! I'm calling/texting about [Apartment Name]. I saw your listing online and was wondering if you have any [unit type] available for a [move-in month] timeline. Could you also tell me what's included in rent and what your application process looks like? My name is [Your Name] and I can be reached at [Your Phone Number] or [Your Email Address]. Thanks!"

**Stating your name and phone number may seem silly in this day and age of caller ID, HOWEVER your call may be coming into the office from a third party website(like [Apts.com](https://www.Apts.com)) or a call center, which can mask or spoof your information making follow-up impossible.*



Noon Knows Tip:

- ✓ Be clear
- ✓ Be kind
- ✓ Be complete

It makes you stand out—and helps you get faster, better responses.