



Make the Wait Great

Apartment On-Hold Message Ideas

Ready to get started? Use these ideas to share good news, answer questions, build loyalty, and inspire callers while they wait. We work with many apartment communities and can help yours, too. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

LEASING & MOVE-IN

- ☐ Available apartments and floor plan options
- ☐ Scheduling an in-person or virtual tour
- ☐ Application steps and required documents
- ☐ Current leasing offers and lease terms
- ☐ Move-in preparation and helpful reminders
- ☐ Corporate housing and furnished options

RESIDENT SERVICES

- ☐ Online rent payments and resident portal
- ☐ How to submit a maintenance request
- ☐ How to reach emergency maintenance
- ☐ Office hours and contact options
- ☐ Lease renewals and transfer options
- ☐ Resident referral program details

AMENITIES & LOCATION

- ☐ Pools, fitness centers, and shared spaces
- ☐ Pet policies and pet-friendly amenities
- ☐ Parking, garages, and EV charging
- ☐ Package lockers and delivery services
- ☐ Nearby shopping, dining, and transit
- ☐ Accessibility features and accommodations

COMMUNITY & SEASONAL UPDATES

- ☐ Resident events and community activities
- ☐ Seasonal maintenance and care reminders
- ☐ Weather-related notices and office closures
- ☐ Community policies and helpful reminders
- ☐ New amenities and property improvements
- ☐ Your team, service values, and local story

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it relevant. Focus on information your callers need or want to hear.

Give callers a next step. Include a clear call to action in your messages.

Plan for updates. Decide when to change messages so content stays fresh.