



FACTS

Campus Tours That Connect With Families

THE KEY QUESTION

“What is most important to you about Danny's next school?”

Ask before the tour begins. Then listen. Then show.

THE MINDSET SHIFT

You are not a tour guide.

You are an Experience Guide.

Connect with what this family is truly longing for — then show them living evidence that your school is exactly the answer.

THE CLOSING QUESTION

“What stood out most to you on your tour today?”

Ask every person in the room. Including the quiet ones. Including the kids.



Tracy Smith

FACTS Admissions Consultant
tsmith@FACTSmgt.com
817-302-9273

THE CELEBRITY EXPERIENCE

Before They Arrive

- Clear parking signs & directions in advance
- A welcome by-name at the front door
- A welcome screen with the family's name
- A pre-filled guest card — show them you listened
- Kneel down and call the child by name

STOP DOING THIS

- ✘ Giving every family the same tour
- ✘ Leading with facts instead of questions
- ✘ Handing out blank guest cards
- ✘ Doing all the talking
- ✘ Never asking what families thought

START DOING THIS

- ➕ Send warm confirmations before they arrive
- ➕ Pre-fill the guest card — highlight what you still need
- ➕ Use the child's name early and often
- ➕ Involve your most passionate people — brief them first
- ➕ Ask the key question; then close with intention

The most powerful thing you bring to a campus tour is not a script.



It is YOU.

Your story. Your genuine love for your school and the families you serve.