

Prepared by:
Mid Atlantic Mystery Shopper LLC

Sample Performance Evaluation

Leasing Consultant:
Property Name:
Date of call:
Exact Time of phone call:
Date of Visit:
Time of Visit:
Date Home Needed:
Home Size Needed:
Special features or preferences needed:

Telephone Survey		100.00% (25 of 25)
1.	Was the telephone answered by the third ring?	Yes/No 1/1
2.	Did the leasing consultant sound cheerful and enthusiastic?	1/1
3.	Did the leasing consultant identify the community?	1/1
4.	Did the leasing consultant give his/her name?	1/1
5.	Did the leasing consultant ask for your name?	1/1
6.	Did the leasing consultant use your name throughout the conversation?	1/1
7.	Did the leasing consultant ask you how you heard about the community?	1/1
8.	Did the leasing consultant request your phone number?	3/3
9.	Which of the following questions did leasing consultant ask you? (select all that apply):	7/7
	8a.) Your desired move in date.	
	8b.) Number of occupants.	
	8c.) If you were looking for any special features or had any specific preferences in mind.	
	8d.) If you needed directions to the community.	
	8e.) What size apartment you needed.	
	8f.) If you had a specific price range.	
	8g.) If you had any pets.	
10.	Did the Leasing Consultant describe the apartment features?	1/1
11.	Did the Leasing Consultant describe the community amenities or local area conveniences?	0/1
12.	Was a specific apartment described that met your needs?	1/1
13.	Were the apartment features described before a price was given?	0/1
14.	Did the Leasing Consultant create a sense of urgency?	0/1
15.	Did the Leasing Consultant attempt to set an appointment with you?	0/1

- 16. Did the Leasing Consultant leave a positive impression about him/herself and the community? 1/1
- 17. As a result of the conversation were you looking forward to visiting the community? 1/1

PHONE NARRATION (Please provide a narration of your phone call from start to finish.)

Greeting and Qualifying 100.00% (15 of 15)

- 1. Did the leasing consultant stand to greet you? Yes/No 0/1
- 2. Was the Leasing Consultant dressed professionally? 1/1
- 3. Did the Leasing Consultant introduce him/herself to you? 0/3
- Did the Leasing Consultant ask for your name or recognize you from the previously set appointment?
- 4. Did the Leasing Consultant have a partially completed guest card available, fill one out to you, or invite you to fill one out? 0/1
- 5. Did the Leasing Consultant seem genuinely interested in helping you? 0/1
- 6. Did the Leasing Consultant ask or confirm how you heard about the community? 1/1
- 7. Did the Leasing Consultant ask or confirm any of the following questions during the on-site presentation? (select all that apply): 0/7
 - 2a.) Move in date
 - 2b.) Number of occupants
 - 2c.) Special features or specific features
 - 2d.) Your phone number
 - 2e.) Size apartment needed
 - 2g.) Why you are moving
 - 2h.) Ask you who your employer was, the location, and/or your occupation?

- 8. Did the leasing consultant determine your price range?

Demonstration 100.00% (10 of 10)

- 1 Did you see a MODEL or a VACANT? 1/1
- 1. Was a convenient route taken to the vacant/model apartment? Yes/No 1/1
- 2. Did the Leasing Consultant attempt to find out more about you while you walked to the vacant/model, during the presentation, or while reviewing floor plans? 1/1
- 3. Did the Leasing Consultant speak of the benefits concerning the Management Company? 1/1
- 4. Did the Leasing Consultant mention maintenance and their quick response? 1/1
- 5. Did he/she discuss or point out the amenities and facilities on the property or any area conveniences? 1/1
- 6. Were benefits or features in the apartment pointed out or discussed with you? 1/1
- 7. Was the presentation personalized by talking about your furniture/belongings and how they would fit in the apartment? 1/1

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| 8. | Did the Leasing Consultant spend enough time with you throughout the demonstration? | 1/1 |
| 9. | Were your objections overcome?
<i>Please list your objections and how they were overcome:</i> | 1/1 |
| 10. | Was the vacant/model comfortable (lighting, temperature, clean)? | 1/1 |

ONSITE NARRATIVE (Please provide a narration of your visit from beginning to end. Full details are required.)

Closing	100.00% (20 of 20)
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| 1. | Did the Leasing Consultant invite you back to the office? | Yes/No | 4/4 |
| 2. | Did the Leasing Consultant ask you to fill out an application and discuss the application process?
2a.) When asked to fill out the application, what was your reason why you said no? | | 4/4 |
| 3. | Did the Leasing Consultant confirm your move in date? | | 1/1 |
| 4. | Did the Leasing Consultant mention any specials or incentives that were currently being offered? | | 1/1 |
| 5. | Did the Leasing Consultant create a sense of urgency? | | 2/2 |
| 6. | Did the Leasing Consultant ask you why you were not interested in renting today? | | 1/1 |
| 7. | If you stated that you had other places to see, were you asked where else you wanted to look before making a decision? | | 1/1 |
| 8. | Was the Leasing Consultant knowledgeable about neighboring/competing properties? | | 1/1 |
| 9. | Were you given a pricing sheet, floor plans, and/or a community map? If so, please describe what you received from the leasing consultant? | | 1/1 |
| 10. | Were you give an application? | | 1/1 |
| 11. | Did you feel that the leasing consultant was giving the sale his/her best effort? | | 1/1 |
| 12. | Did the Leasing Consultant attempt to overcome your objections in regards to why you are not ready to lease today and close again? | | 1/1 |
| 13. | Based on the Leasing Consultant's performance would you have rented from him/her? | | 1/1 |

Please briefly describe the Leasing Consultant's closing skills and techniques used:

Fair Housing / Crime Supplement	100.00% (15 of 15)
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| 1. | Did the leasing professional refrain from asking any discriminatory questions (based upon protected classes)? | Yes/No | 5/5 |
| 2. | Did the leasing professional refrain from steering you to a certain size unit or part of the community, building, or floor? | | 5/5 |
| 3. | Did the leasing professional refrain from practicing any delay tactics that would frustrate a person from pursuing a rental? | | 5/5 |

Marketing Material - Please upload the following:	100.00% (5 of 5)
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|----|---------------|--------|-----|
| 1. | Brochure | Yes/No | 1/1 |
| 2. | Business Card | | 2/2 |
| 3. | Floor Plans | | 1/1 |

4. Community Map

1/1

Follow Up - 24 hours**100.00% (10 of 10)**

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|----|--|--------|-----|
| 1. | Did you receive a follow-up thank you card and/or email within 24 hours of your visit? | Yes/No | 5/5 |
| 2. | Did the leasing consultant follow up again within 3 business days? | | 5/5 |