

**NATIONAL APARTMENT LEASING PROFESSIONAL
PART I: Market Survey – Telephone & Leasing Evaluation**

Apartment Community: _____

Telephone Consultant: _____ Phone Date: _____

Phone Time: _____

On-Site Consultant: _____ On-Site Date: _____

On-Site Time: _____

SHOPPER PROFILE

Name Used On Telephone: _____ Number of Occupants: _____

Name Used on Site: _____ Size Apartment Requested: _____

Date Needed: _____

PART ONE - TELEPHONE PROCEDURES:

	YES	NO
1. Did the Leasing Professional answer the telephone promptly and identify the community by name?	_____	_____
2. Did the Leasing Professional convey a pleasant and friendly?	_____	_____
3. Did the Leasing Professional introduce her/himself?	_____	_____
4. Did the Leasing Professional request your name?	_____	_____
5. Was your name used during the conversation?	_____	_____
6. Did the Leasing Professional pre-qualify you by inquiring:		
Apartment size required?	_____	_____
Date apartment needed?	_____	_____
How many would occupy the apartment?	_____	_____
If you had a pet?	_____	_____
Special needs (i.e. F/P, Washer/Dryer, Up/Downstairs, other)?	_____	_____
7. Did the Leasing Professional avoid asking if children would be occupying the apartment?	_____	_____
8. Were you asked how you heard about the community?	_____	_____
9. Did the Leasing Professional ask why you were moving?	_____	_____
10. Did the Leasing Professional make the apartment sound desirable and/or did the Leasing Professional paint a word picture?	_____	_____
11. Did the Leasing Professional seem focused and interested in assisting with your needs?	_____	_____
12. Did the Leasing Professional discuss community amenities?	_____	_____
13. Did the Leasing Professional attempt to schedule an appointment?	_____	_____
14. Did the Leasing Professional offer directions to the community?	_____	_____
15. Did the Leasing Professional ask for your telephone number?	_____	_____
16. Did the Leasing Professional discuss deposits and lease rates with confidence?	_____	_____
17. Did the Leasing Professional remain in control and guide the conversation (and not merely respond to questions?	_____	_____
18. Did the Leasing Professional create a sense of urgency?	_____	_____
19. Was the overall telephone presentation positive?	_____	_____

Telephone Comments:

SECTION TWO - COMMUNITY APPEARANCE:

YES NO

- | | | |
|--|-------|-------|
| 20. Did you easily locate the community? | _____ | _____ |
| 21. Did you easily locate the community center/office? | _____ | _____ |
| 22. Was your first impression of the community positive? | _____ | _____ |
| 23. Were the property signs clearly visible, upright, well maintained? | _____ | _____ |
| 24. Was there convenient parking for prospective residents? | _____ | _____ |
| 25. Were the grounds clean? | _____ | _____ |
| 26. Were the lawns and landscaping neat? | _____ | _____ |
| 27. Was the parking lot in good condition? | _____ | _____ |
| 28. Was the entryway into the information center clean and attractive? | _____ | _____ |
| 29. Were walkways or common areas clean and free from personal property? | _____ | _____ |
| 30. Was the appearance of the apartment/model shown clean and inviting? | _____ | _____ |
| 31. Was the temperature of the apartment/model comfortable? | _____ | _____ |
| 32. Did the apartment smell fresh? | _____ | _____ |

Community Appearance Comments:

SECTION THREE - MEETING AND GREETING:

YES NO

- | | | |
|--|-------|-------|
| 33. Did the office smell fresh, clean and inviting? | _____ | _____ |
| 34. Did the Leasing Professional stand when you entered? | _____ | _____ |
| 35. Did the Leasing Professional greet you with a smile? | _____ | _____ |
| 36. Did the Leasing Professional introduce her/himself? | _____ | _____ |
| 37. Did the Leasing Professional shake your hand when he/she introduced him/herself? | _____ | _____ |
| 39. Did the Leasing Professional offer you a seat? | _____ | _____ |
| 40. Was the Leasing Professional's desk clean and uncluttered? | _____ | _____ |
| 41. Was the Leasing Professional dressed professionally? | _____ | _____ |
| 42. Did the Leasing Professional remember your telephone call? | _____ | _____ |
| 43. Did the Leasing Professional seem aware of the apartments available? | _____ | _____ |
| 44. Did the Leasing Professional make you feel welcome? | _____ | _____ |
| 45. Was the office clean, neat, professional and inviting? | _____ | _____ |
| 46. Were you offered refreshments? | _____ | _____ |
| 47. Did the Leasing Professional seem sincerely interested in helping you? | _____ | _____ |

Meeting and Greeting Comments

SECTION FOUR - INFORMATION GATHERING:

YES NO

- | | | | |
|-----|---|-------|-------|
| 48. | Was a guest card completed on paper or electronically:
By Shopper | _____ | _____ |
| | By Leasing Professional | _____ | _____ |
| 49. | Did the Leasing Professional determine any of the following information? | | |
| | Apartment Size | _____ | _____ |
| | Move-in Date | _____ | _____ |
| | Pets | _____ | _____ |
| | Where you live now or mailing address | _____ | _____ |
| | Email Address | _____ | _____ |
| | Any specific needs/preferences | _____ | _____ |
| 50. | Did the Leasing Professional determine how you knew the community? | _____ | _____ |
| 51. | Did the Leasing Professional ask why you were moving? | _____ | _____ |
| 52. | Did the Leasing Professional create rapport while attempting to determine your needs? | _____ | _____ |
| 53. | Did the Leasing Professional use a company website, floor plans and/or a brochure to sell the apartment and/or community? | _____ | _____ |
| 54. | Did the Leasing Professional request proper identification prior to taking you to the apartment And/or community? | _____ | _____ |

Information Gathering Comments

SECTION FIVE - LEASING DEMONSTRATION:

YES NO

55. Did the Leasing Professional seem eager to show you an apartment model? ___ ___
56. Did the Leasing Professional take control and lead with enthusiasm? ___ ___
57. Did the Leasing Professional take a scenic route to the apartment model? ___ ___
58. Did the Leasing Professional initiate and carry on a friendly conversation as you walked to and from the apartment? Please explain. ___ ___
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59. Did the Leasing Professional sell the management and maintenance on the way to the apartment/model? ___ ___
60. Did the Leasing Professional discuss and/or point out the amenities and facilities of the community? ___ ___
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61. Did the Leasing Professional discuss neighborhood attractions (i.e. shopping, restaurants Entertainment) or neighborhood conveniences? ___ ___
62. Did the Leasing Professional show any of the following? (check all that apply)
- Model ___ ___
 - Vacant ___ ___
 - Occupied ___ ___
63. Did the Leasing Professional show an apartment that was clean, made ready and comfortable In temperature? Please explain ___ ___
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64. Did the Leasing Professional mention benefits for the apartment features she/he demonstrated? ___ ___
- Please explain: _____
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-
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65. Did the Leasing Professional encourage you to be actively involved in the apartment demonstration? (ie opening doors, drawers, etc)? ___ ___
66. Did the Leasing Professional exhibit complete knowledge of the apartment demonstrated? ___ ___
67. Did the Leasing Professional point out advantages you said were important? ___ ___
68. Did the Leasing Professional effectively overcome your objections? ___ ___
- Please explain: _____
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SECTION FIVE - LEASING DEMONSTRATION: (continued)

69. Did the Leasing Professional attempt to close the sale while still in the apartment/model? ____ ____
Please explain: _____

70. Did the Leasing Professional refrain from discussing what type of people lived within the community? ____ ____
Please explain: _____

71. Did the Leasing Professional dutifully refrain from using the word "security" or imply in any
Fashion that the community was a safe place to live? ____ ____
Please explain: _____

Leasing Demonstration Comments:

SECTION SIX - CLOSING TECHNIQUES:

YES NO

- 72. Did the Leasing Professional invite you to return to the Leasing Center following a tour of the apartment and/or community?
- 73. Did the Leasing Professional explain rental rates positively and with confidence?
- 74. Did the Leasing Professional convey a sense of urgency?
- 75. Did the Leasing Professional ask you to complete an application?
- 76. Did the Leasing Professional ask you to provide a deposit or other monetary commitment for the apt?
- 77. Did the Leasing Professional attempt any other closes?

Please explain: _____

- 78. Did the Leasing Professional attempt to schedule another appointment?
- 79. Did the Leasing Professional remain interested and enthusiastic throughout your visit?
- 80. Would you have leased an apartment based upon the Leasing Professional's presentation, not the community itself?

What reason did you give for not leasing?

Where you offered a special? If so, what is it?

If your needs were not met, did the Leasing Professional refer you to a locator or another community? Please explain.

Closing Comments:

FOLLOW UP:

YES NO

81. Did the Leasing Professional follow-up?
Telephone Call? _____ Thank you note? _____ Email? _____

Leasing Professional overall attitude and impression:

Based on Leasing Professional's presentation, would you have leased the apartment? Why or why not?

Leasing Professional's strongest points:

Leasing Professional's weakest points:

Leasing Professional's primary closing technique:

Overall Comments:
