

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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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:
