

A B U T F A C E

Apartment Onsite Evaluation

Loc #: [pick](#)

Community Name:

Address:

Telephone:

Date of Shop: [pick](#)

Time In: [pick](#)

Time Out: [pick](#)

Month Assigned:

Quarter:

Year:

Date Ordered:

Order Timeline:

Drop Dead Date:

Env/Atm Total:

Exterior:

Interior:

Leasing Professional Total:

Leasing Professional's Name:

Professionalism:

Rapport & Attitude:

Discovery:

Knowledge:

Demonstration:

Salesmanship:

Legal Compliance:

Follow-Up:

Expect:

Bottom Line:

Exp:

Prof:

Lease:

Rec:

VISIT TOTAL:

A B  U T F A C E

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SCORING CRITERIA:

0-10: 0-1=Poor, 2-3=Below Average, 4-6=Average, 7-8=Above Average, 9-10=Excellent

Yes = 10, No = 0

Yes = 5, No = 0

N/A = Both the actual and the possible points are thrown out, so as not to adversely affect the total score.

Attachments

Please scan your business card and any other paperwork you received. Attach them here or fax them to the number provided in the Shopper Directions. Please print your name, date and name of location on each item. Please write legibly. This shop may not be accepted without a business card. Thank you!

Shopper Scenario

This section contains general information about the scenario you presented.

1. Type of prospective tenant:

2. Price range:

3. Reason for moving:

4. Special Needs or Preferences (To select multiple options, hold the CTRL key while selecting):

- [Select all that apply]
- # Bathrooms
- # Bedrooms
- Active Community
- Fireplace
- First-floor Unit
- Garage
- Kid-Friendly
- Pet-Friendly
- Pool
- Price
- School District
- Walking Distance to xx
- Workout Room
- Tennis Court
- N/A

Shopper presented as:

Please describe the scenario you presented:

ENVIRONMENT/ATMOSPHERE

This section evaluates the exterior and interior areas of the location.

Exterior

- 1. SIGNAGE:
 - A. Was the community signage clear, visible and in good condition? NA Yes No
 - B. Was there adequate signage directing you to the leasing office? NA Yes No
- 2. PARKING: Was a parking area:
 - A. Easily accessible? NA Yes No
 - B. In good condition and free of debris? NA Yes No
- 3. LANDSCAPING: Was the landscaping well kept and did it beautify the location? NA Yes No
- 5. OFFICE (EXT): Was the outside of the leasing office in good condition? NA Yes No
- 6. FIRST IMPRESSION (EXT): Was your first impression of the exterior a positive one? NA Yes No

Please explain this section's answers here:

Interior

- 1. OFFICE (INT): Was the leasing office neat, clean and orderly? NA Yes No

Please explain this section's answers here:

LEASING PROFESSIONAL

This section assesses your experience with the leasing professional.

Leasing Professional's Name:

Leasing Professional's Description:

A. Gender:

[Choose one] ▾

B. Height:

[Choose one] ▾

C. Hair Length:

[Choose one] ▾

D. Hair Color:

[Choose one] ▾

E. Glasses:

 NA Yes No

F. Other Descriptor:

Professionalism

- 1. PROMPTNESS: Did the leasing professional greet you promptly? NA Yes No
- 2. WAIT: If the leasing professional was not immediately available, was your wait handled in a professional manner? NA Yes No
- 3. GROOMING: Was the leasing professional:

A. Well groomed? NA Yes No

B. Professionally attired? NA Yes No

4. NAME USAGE: Did he/she:

A. Introduce him/herself? NA Yes No

B. Ask for your name? NA Yes No

C. Use your name throughout the visit? NA Yes No

D. Overuse your name? (No points for unsophisticated, overuse of name) NA Yes No

5. ATTENTIVE: Did the leasing professional seem attentive and focused on you throughout the visit? NA Yes No

6. FIRST IMPRESSION (LP): Did the leasing professional make a positive first impression? NA Yes No

Please explain this section's answers here:

Rapport & Attitude

1. GREETING: Did the leasing professional greet you in an enthusiastic and engaging manner? NA Yes No

2. NON-VERBAL CUES: Did he/she:

B. Smile? NA Yes No

3. RAPPORT: Did the leasing professional build rapport/make a connection during your visit? NA Yes No

NOTE: Rapport in business is defined as "making at least one statement/divergence having nothing to do with the transaction in order to connect on a more human and personal level." This conversation should focus on something specifically related to the customer and NOT to anything related to leasing an apartment. Caution: Appropriate topics only.

4. APPRECIATION: Did he/she show sincere appreciation for your visit? NA Yes No

Please explain this section's answers here:

Discovery

1. NEEDS ASSESSMENT: Did the leasing professional ask any of the following open/probing questions in order to assess your needs:

A. What size apartment are you looking for? NA Yes No

B. What date would you like to move in? NA Yes No

C. How many occupants will there be? NA Yes No

D. What is your price range/budget? NA Yes No

E. Do you have pets? NA Yes No

- F. Where are you living now? NA Yes No
- G. Why are you moving? NA Yes No
- H. Do you have any specific needs or preferences (i.e., location, colors, etc.)? NA Yes No
- I. What is important to you in a new home? NA Yes No

- 2. LISTENING SKILLS: Did he/she:
 - A. Actively listen to your answers to his/her questions? NA Yes No
 - B. Ask appropriate follow-up questions? NA Yes No
- 3. COMMUNITY AWARENESS: Did the leasing professional ask how you heard about the community? NA Yes No

Please explain this section's answers here:

Knowledge

- 1. LIFESTYLE: Please rate the leasing professional's depth of knowledge when answering your questions and educating you about the lifestyle afforded to residents of this community. [Choose one] ▾
- 2. MANAGEMENT: Did the leasing professional tell you about the professional management of the community? NA Yes No
- 3. ONSITE PERSONNEL: Did the leasing professional tell you about onsite personnel (i.e., security guards, onsite manager, lifeguards, etc.)? NA Yes No
- 4. DILIGENCE: If the leasing professional was uncertain how to answer a question did he/she attempt to locate the information you needed? NA Yes No

Please explain this section's answers here:

Demonstration

- 1. TOUR: Did the leasing professional offer to take you on a tour of the apartment(s)/community? NA Yes No
- 2. ID: Did the leasing professional ask to see your identification prior to taking you on a tour of the apartment(s) and/or community? NA Yes No
- 3. FOCUS: Based upon your stated requirements, did the leasing professional:
 - A. Direct you only to apartments that met your needs? NA Yes No
 - B. Focus and narrow your choices? NA Yes No
- 4. FEATURES AND BENEFITS: Did the leasing professional:
 - A. Address features and benefits of the community that would enhance your lifestyle? NA Yes No
 - B. Discuss the features of one or more of the individual apartments and how you would benefit PERSONALLY by living in one of them? NA Yes No
- 5. INVOLVEMENT: Did the leasing professional actively involve you in the process

by:

- A. Introducing you to other staff members? NA Yes No
- B. Offering you a brochure or copies of floor plans? NA Yes No
- C. Asking how you planned to use various rooms and features in the homes? NA Yes No

Please explain this section's answers here:

Salesmanship

- 1. CLOSING QUESTIONS: Did the leasing professional ask closing questions throughout your visit in order to gain your agreement? NA Yes No

Please list the closing questions asked by the leasing professional:

- 2. OBJECTION: When you presented an objection, did the leasing professional effectively overcome it? NA Yes No

Please give the objection you presented and explain how the leasing professional handled it:

- 3. RENTAL RATES: Did the leasing professional discuss the rental rates in a positive and confident manner? NA Yes No
- 4. URGENCY: Did the leasing professional create a sense of urgency? NA Yes No
- 5. FORWARDING THE SALE: Did the leasing professional:
 - A. Ask if you wanted to fill out an application? NA Yes No
 - B. Ask if you would like to make a deposit? NA Yes No
 - C. Ask if you wanted to set an appointment for a future visit? NA Yes No
 - D. Ask if you wanted to set an appointment for a telephone call? NA Yes No
 - E. Attempt to forward or close the transaction in any way? NA Yes No

Please explain your answers to questions 3 through 5:

Legal Compliance

- 1. FAIR HOUSING ACT: Did the leasing professional say or do anything that could be construed as discriminatory under the provisions of the Fair Housing Act? NA Yes No

Please explain your answer:

Follow-Up

1. CONTACT INFORMATION: Did the leasing professional ask for the following contact information at any time during your visit (if asked on a form you filled out, give credit):
 - A. Telephone number? NA Yes No
 - B. Address? NA Yes No
 - C. E-mail address? NA Yes No
2. FOLLOW-UP: Did you receive any type of follow-up from the leasing professional within 72 hours after your visit? NA Yes No

Please explain the type of follow-up you received, if any:

BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the customer's experience.

BL

1. Choose one word to describe your experience:
2. Choose one word to describe your leasing professional:
3. If you had really been interested in leasing an apartment, would you have leased from this leasing professional? NA Yes No
4. Would you recommend this apartment community to your friends? NA Yes No
5. What was this leasing professional's strongest point?

6. What was this leasing professional's weakest point?

7. What would have made your experience better?

CUSTOM QUESTIONS

This section contains questions that are unique to this shop.

CQ

1. CUSTOM QUESTION #1: Was a Custom Question #1 listed for this shop at the above website? NA Yes No

Please answer Custom Question #1 here:

2. CUSTOM QUESTION #2: Was a Custom Question #2 listed for this shop at the above website? NA Yes No

Please answer Custom Question #2 here:

3. CUSTOM QUESTION #3: Was a Custom Question #3 listed for this shop at the above website? NA Yes No

Please answer Custom Question #3 here:

4. CUSTOM QUESTION #4: Was a Custom Question #4 listed for this shop at the above website? NA Yes No

Please answer Custom Question #4 here:

5. CUSTOM QUESTION #5: Was a Custom Question #5 listed for this shop at the above website? NA Yes No

Please answer Custom Question #5 here:

Additional Comments

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?
- If you have any questions, concerning making this shop the best, please e-mail your question / concern to qualitycontrol@aboutfacecorp.com.
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.