

# A B U T F A C E

## New Home Development In-Person Evaluation

Loc #: _____ <a href="#">pick</a>	Business Name: _____	Address: _____	Telephone: _____
Date of Shop: _____ <a href="#">pick</a>	Time In: _____ <a href="#">pick</a>	Time Out: _____ <a href="#">pick</a>	Name Used: _____
Month Assigned: [Choose one] <input type="text"/>	Quarter: _____	Year: [Choose one] <input type="text"/>	
Date Ordered: _____	Order Timeline: _____	Drop Dead Date: _____	

**Env/Atm Total:**

**Sales Total:**

**Bottom Line:**

Exterior: \_\_\_\_\_  
 Interior: \_\_\_\_\_  
**Sales Rep:**  
 Prof: \_\_\_\_\_  
 Attitude: \_\_\_\_\_  
 Knowledge: \_\_\_\_\_  
 Sales: \_\_\_\_\_  
 Exp: \_\_\_\_\_  
 Rep: \_\_\_\_\_  
 Buy: \_\_\_\_\_  
 Expect: \_\_\_\_\_



**VISIT TOTAL:**

Shopper Name: _____	Shopper Ranking: [Choose one] <input type="text"/>	Link: _____
Jr. Editor: _____	Jr. Status: [Choose one] <input type="text"/>	Jr. Editor Ranking: [Choose one] <input type="text"/>
	Completion Date: _____ <a href="#">pick</a>	
Sr Editor: _____	Sr. Status: [Choose one] <input type="text"/>	Sr. Editor Ranking: [Choose one] <input type="text"/>
	Completion Date: _____ <a href="#">pick</a>	
QC: _____	QC Date: _____ <a href="#">pick</a>	48 Hr Comment: _____
	48 Hr Date: _____ <a href="#">pick</a>	
Deduct: _____	Deduct Explain: _____	Purchase Reimburse Amt: _____
Jr. Fee: _____	Sr. Fee: _____	PM Fee: _____

# 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 Buyer?
2. Price Range:
3. Reason for purchase:
4. Buyer "Must Haves" (To select multiple options, hold the CTRL key while selecting):

[Select all that apply]  
# Bathrooms  
# Bedrooms  
2-Car Garage  
4-Car Garage  
Active Neighborhood  
Big Yard  
Fireplace  
Master on Main  
Kid-Friendly  
Pet-Friendly  
Office  
Pool  
Price  
School District  
Small Yard  
Split Level  
Walking Distance to xxx  
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: Was the signage easy to see and did it make finding the location easy?  NA  Yes  No
2. PARKING: Was a parking area:
  - A. Easily accessible?  NA  Yes  No
  - B. Safe and in good condition?  NA  Yes  No
3. LANDSCAPING: If there was landscaping:
  - A. Was it well kept and did it beautify the location?  NA  Yes  No
  - B. Were the bushes and flowerbeds free of cigarette butts and other debris?  NA  Yes  No
4. OFFICE (EXT): Was the outside of the sales office in good condition?  NA  Yes  No

Please explain this section's answers here:

### Interior

1. ENTRANCE: Was the entrance clean and inviting?  NA  Yes  No
2. RECEPTION AREA: If there was a reception area, was the desk organized and presentable?  NA  Yes  No
3. OFFICE (INT): Were office areas neat and orderly?  NA  Yes  No
4. FIRST IMPRESSION: Was your first impression of the interior a positive one?  NA  Yes  No

Please explain this section's answers here:

### SALES EXPERIENCE

This section assesses your experience with the sales representative in terms of professionalism, attitude, knowledge and salesmanship.

### SE

Sales Representative's Name:

Sales Representative'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 sales representative greet you promptly?  NA  Yes  No
2. WAIT: If the sales representative was not immediately available, was your wait handled in a professional manner?  NA  Yes  No  
SHOPPER: Examples include telling you approximately how long the wait would be, telling you to make yourself comfortable, offering you a beverage, etc.
3. GROOMING: Was the sales representative:
  - 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 sales representative seem attentive and focused on you throughout the visit?  NA  Yes  No

Please explain this section's answers here:

### Attitude

1. GREETING: Did the sales representative greet you in an enthusiastic and engaging manner?  NA  Yes  No
2. NON-VERBAL CUES: Did he/she:
- A. Give you direct eye contact?  NA  Yes  No
- B. Smile?  NA  Yes  No
3. RAPPORT: Did the sales representative build rapport/make a connection during your visit?  NA  Yes  No
- NOTE: Rapport means beginning to make a true and trustworthy connection, human-to-human during an interaction. Please take the amount of time into consideration while thinking through your reasoning.
4. APPRECIATION: Did he/she show sincere appreciation for your visit?  NA  Yes  No
- Please explain this section's answers here:

### Knowledge

1. LIFESTYLE: Please rate the sales representative in terms of his/her depth of knowledge when answering questions and when educating you about the lifestyle afforded to residents living in this community.
2. OVERLOAD: Did he/she walk that delicate balance between not giving enough information and giving you too much information, thus overwhelming you?  NA  Yes  No
3. DILIGENCE: If the sales representative was uncertain of 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:

### Salesmanship

1. NEEDS ASSESSMENT: Did the sales representative ask any of the following open/probing questions in order to assess your needs: (NOTE: Any four YES answers gets the full 10 points.)
- A. How many people are in your family?  NA  Yes  No
- B. Why are you considering a move?  NA  Yes  No
- C. Do you own or rent your current home?  NA  Yes  No
- D. Will you need to sell your current home before you move?  NA  Yes  No
- E. What specific features do you desire in a new home (i.e., number of bed/bathrooms, eat-in kitchen, master bedroom on first floor, etc.)?  NA  Yes  No
- F. How do you want your new home to differ from your current home?  NA  Yes  No
- Please explain your answer here:

2. TIME FRAME: Did the sales representative:
- A. Ask when you would be ready to make a purchase?  NA  Yes  No
- B. Ask if there were any factors preventing your move or affecting your time frame?  NA  Yes  No
- Please explain your answer here:

3. 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

Please explain your answer here:

4. FEATURES AND BENEFITS: Did the sales representative:

A. Address features and benefits of the community that would enhance your lifestyle?  NA  Yes  No

SHOPPER: An example would be if the sales representative told you the community had three lakes (feature) and you would have free access to them (benefit).

B. Discuss the features of one or more of the individual homes and how you would benefit PERSONALLY by living in one of them?  NA  Yes  No

SHOPPER: An example would be if the sales representative told you the roof had a 30-year warranty (feature) and you would not have to worry about costs associated with maintaining it (benefit).

Please explain your answer here:

5. ABILITY: Did the sales representative:

A. Ask your price range (overall investment and/or monthly payment)?  NA  Yes  No

B. Question you about your income and employment (if appropriate)?  NA  Yes  No

Please explain your answer here:

6. INVOLVEMENT: Did the sales representative involve you in the process by:

A. Introducing you to other staff members?  NA  Yes  No

B. Offering you a brochure or pamphlet?  NA  Yes  No

C. Offering to take you to view model homes (if available)?  NA  Yes  No

D. Asking how you planned to use various rooms and features in the homes?  NA  Yes  No

E. Discovering which exterior style you preferred?  NA  Yes  No

F. Discovering which floor plan best suited your needs?  NA  Yes  No

Please explain your answer here:

7. FOCUS: Based upon your stated requirements, did the sales representative:

A. Direct you to homes or models that met your needs?  NA  Yes  No

B. Focus and narrow your choices?  NA  Yes  No

Please explain your answer here:

8. FORWARDING THE SALE: Did the sales representative: (NOTE: A YES answer to any one question gets the full 10 points.)

A. Ask if you would like to make a deposit?  NA  Yes  No

B. Ask if you wanted to set a future appointment?  NA  Yes  No

C. Attempt to forward or close the sale in any way?  NA  Yes  No

Please explain your answer here:

9. CONTACT INFORMATION: Did the salesperson attempt to get your contact information (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

Please explain your answer here:

10. RED FLAGS: At any point in the interaction, did the sales representative: (NOTE: If any of the following is chosen, 20 points will be deducted.)

- A. Almost lose you?  NA  Yes  No
- B. Make an error in direction?  NA  Yes  No
- C. Ever discredit him / herself?  NA  Yes  No
- D. Ever make you feel oversold?  NA  Yes  No
- E. Ever make you feel undersold?  NA  Yes  No
- F. Use clichés or poor, overused tactics?  NA  Yes  No
- G. Ever seem disingenuous?  NA  Yes  No
- H. Ever miss important indicators or red flags you gave during your visit?  NA  Yes  No

Please explain your answer here:

11. FOLLOW-UP: Did you receive any kind of follow-up from the sales representative within 72 hours after your visit?  NA  Yes  No

SHOPPER: Do not wait for follow-up to submit your evaluation. If you have received no follow-up by the time you submit your evaluation, answer question 11 NO. If you receive follow-up within 72 hours (3 days) after submitting your evaluation, please email your project manager to report it.

Please explain your answer here:

## BOTTOM LINE

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

### BL

1. Choose one word to describe:

A. Your onsite experience:

B. Your sales representative:

2. If you were really in the market for a new home, would you buy from this sales representative?  NA  Yes  No

3. Would you say this experience met or exceeded your expectations? [Choose one]

Why or why not?

4. What could this homebuilder do to make the experience better?

### 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](mailto: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.

### Internal Information

1. Wow - Choose YES if the service at this location stood out as so exemplary that someone high-up must be told about it. Briefly describe why here.

Briefly describe why here:

2. Risk - Check this box if something so off the wall happened that someone high-up must be told about it.

Briefly describe why here:

3. Unusual Circumstances - Check this box if something odd happened with scheduling that needs to be understood by the AboutFace team:

Briefly describe why here:

A. Scheduling:

B. Payments:

i. Bonus Pay?

\$

ii. Payment Split:

1. How Much?

\$

2. With Whom?

a. Shopper's Name:

b. Shopper's Email:

iii. Deduction:

\$


Briefly describe why here:

iv. Typing:

a. Typist's Initials:

C. Editing:

Briefly explain why here.

[Choose one] 

[Choose] 