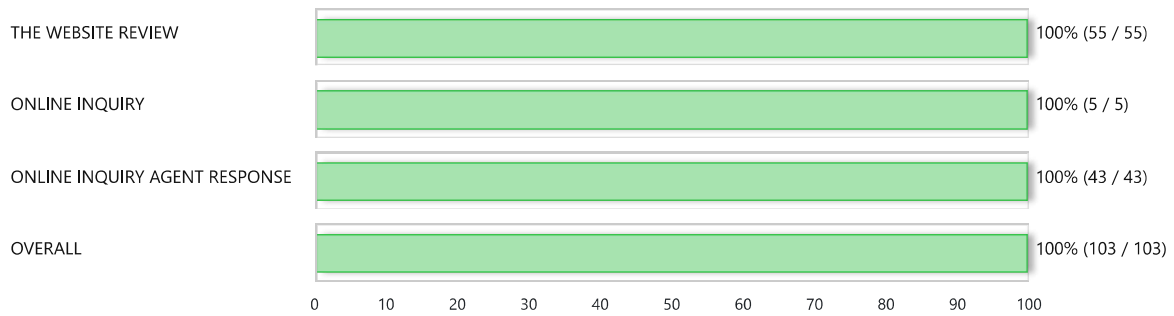


Current Score



Score Details



PAA - Web Inquiry to set Appt

Date of Visit	05/01/2025
Location Name	to check scoring
Sales Representative	to check scoring
Shopper Name	to check scoring
Overall Score	100% (103 / 103)

THE WEBSITE REVIEW

100% (55 / 55)

Was the overall feel of the website welcoming and appealing?

5/5

- ☒ Yes
☐ No

Was there an option to Schedule a Tour for the website?

- ☒ Yes
☐ No

Was the hours of operation clearly stated?

5/5

- ☒ Yes
☐ No

Was the address of the property clearly presented?

5/5

- ☒ Yes
☐ No

Was the Management Company of the property defined?

5/5

- ☒ Yes
☐ No

Was the website mobile friendly?

5/5

- ☒ Yes
☐ No

Were the photos of the community and apartments of good quality?

4/4

- ☒ Yes
☐ No

Did the photos load quickly?

1/1

- ☒ Yes
☐ No

Did you find the website to be user friendly?

5/5

- ☒ Yes
☐ No

Were you able to find details about the apartment community easily?

5/5

- ☒ Yes
☐ No

Were you able to review what was available for rent based on your criteria?

- ☒ Yes
☐ No

Were you able to find the apartment pricing and fees for the community through the website?

5/5

- ☒ Yes
☐ No

Were there details about the neighborhood/area where the community was located?

5/5

- ☒ Yes
☐ No

Was there a map of the location of the property with directions to the community?

5/5

- ☒ Yes
☐ No

NOTES (detail any answers you marked No):

to check scoring

Date and Time Inquiry Sentto check scoring

Email address used by the shopperto check scoring

If possible, copy/paste the web inquiry you provided to the property from the website inquiry form.to check scoring

Was a mobile number provided at the time of inquiry?

- ☒ Yes
☐ No
-

Find where to set an online appointment. What was the date and time that you set the tour for?to check scoring

Please rate the ease of scheduling a tour through the community website.

5/5

- ☒ Excellent
☐ Above Average
☐ Good
☐ Below Average
☐ Poor (not able to set an appointment on the website)
-

Were you sent a confirmation email, with an option to add to your personal calendar.

- ☒ Yes
☐ No
☐ NA (no appointment set through the website)
-

Were you sent a confirmation text, with a link to your appointment and details?

- ☒ Yes
☐ No
☐ NA (no appointment set through the website)
-

Did you receive a follow-up call confirming your appointment or following up on your inquiry?

- ☒ Yes
☐ No
-

Did the community respond:

25/25

- ☒ Within 24 hours
☐ 24-48 hours
☐ No response within 48 hours
-

What was the name of the leasing agent who responded to your inquiry?
to check scoring

Date the community responded:
to check scoring

How was your website inquiry answered?

- ☒ By Email
☐ By Phone
☐ No response
-

For the email response, did the agent (check all that apply under the score column)

- ☒ Have a personalized salutation
☒ Identify the community
☒ Use correct punctuation with no misspellings
☒ Provide links to schedule a tour
☒ Identify their name
☒ Have a link with directions
☐ None of the above
-

During the email or phone response, did the agent (check all that apply under the score column)

18/18

- ☒ Describe the size/type of apartment available
☒ Describe the date the apartment was available
☒ Share with you the price of the apartment
☒ Describe the community amenities/features
☒ Share any additional fees for the community
☒ Create a sense of urgency
☐ None of the above
-