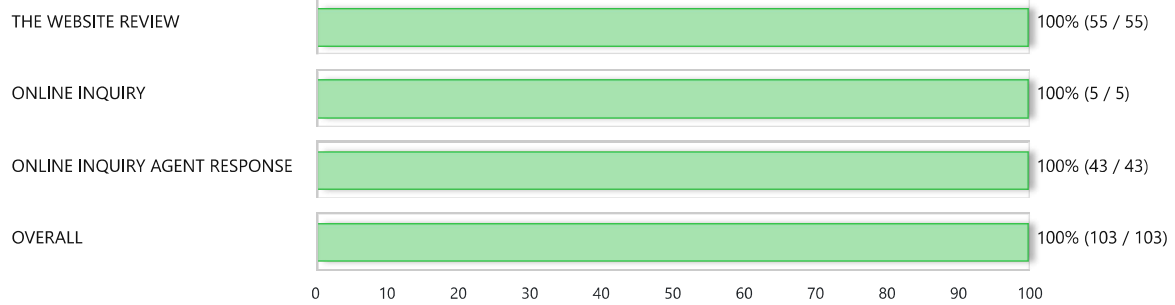


### Current Score



### Score Details



### PAA - Web Inquiry to set Appt

Date of Visit	05/01/2025
Location Name	to check score
Sales Representative	to check score
Shopper Name	to check score
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 score

**Date and Time Inquiry Sent**to check score

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**Email address used by the shopper**to check score

---

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

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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 score

---

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 score

**Date the community responded:**  
to check score

How was your website inquiry answered?

- ☐ By Email  
☒ By Phone  
☐ No response

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

- ☒ Have a personalized salutation  
☒ Identify the community  
☒ Speak clearly with a professional tone  
☒ Ask if you were interested in touring the community or confirm your appointment  
☒ Identify who was calling (state their name)  
☒ Explain location or directions to the community  
☐ 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