



Intro



Location Name

The Website Review

Was the overall feel of the website welcoming and appealing?

- Yes
 No

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

- Yes
 No

Was the hours of operation clearly stated?

- Yes
 No

Was the address of the property clearly presented?

- Yes

No

Was the Management Company of the property defined?

Yes

No

Was the website mobile friendly?

Yes

No

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

Yes

No

Did the photos load quickly?

Yes

No

Did you find the website to be user friendly?

Yes

No

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

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?

- Yes
- No

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

- Yes
- No

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

- Yes
- No

NOTES:

Online Inquiry

Date and Time Inquiry Sent

Email address used by the shopper

If possible, detail below the web inquiry you provided to the property from the website inquiry form.

Was a mobile number provided at the time of inquiry?

- Yes
- No

What was the date and time that you set the tour for?

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

- Excellent
- Above Average
- Good
- Below Average
- Poor

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

- Yes
- No

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

- Yes
- No

Did you receive a follow-up call confirming your appointment?

- Yes
- No

Online Inquiry Agent Response

Did the community respond:

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

What was the name of the leasing agent that responded to your inquiry?

Date the community responded:

How was your website inquiry answered?

- Email
- 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

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
- Identify who was calling
- 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)

- 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

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