

On Site Sales Evaluation				
Shopper Information		Property:		
Name Given		Consultant:		
Employment / Occupation		Date of Visit:		
Current Residence:		Time of Visit:		
Reason for Moving				
Date Apartment is needed:				
Size Needed:				
Special needs/wants/ desires				
Desired price range				
		Yes		No
Community Presentation				
Signage, attractive, visible, well maintained?				
Was there a large sign clearly defining the community?				
Was the leasing office easy to find?				
Were each of the following clean /well maintained?				
Entrance to community?				
Driveways and parking areas?				
Landscaping?				
Trash areas?				
Laundry room?				
Mail box access?				
Pool area				
Clubhouse?				
Firnness Center?				
Model Apartment?				
Vacant Apartment?				
BONUS				
Office Impression				
Was leasing office clean and inviting?				
Were the desks uncluttered and business like?				
Were marketing materials displayed professionally?				
If you answered No on any of these questions, please explain				
Greeting / First Impressions		Possible Points		Points Earned
Professionally dressed for property?		3		

Stood to greet you and smiled in friendly manner?	3		
Introduced self and asked your name?	3		
If busy, acknowledged you and asked to wait?	Yes		No
BONUS			
Was consultant wearing name tag?	1		
Were you offered refreshments?	1		
Qualifying and Gathering			
Was a guest card completed?	4		
Clearly Explained Cooperative Living?	10		
If possible, did the consultant assist in filling it out?	2		
Asked what size apartment you needed?	1		
Asked the number of occupants?	1		
Qualified you for pets?	1		
Asked when you needed to move?	1		
Explained any special income restrictions/ requirements	3		
Asked how you heard about property?	1		
Asked your reason for moving?	2		
Asked price range desired?	1		
Asked where you are employed?	1		
Asked if you have special needs / wants/ desires?	5		
BONUS			
Asked which properties you have or plan to visit?	1		
Asked how long your current commute to work is?	2		
Demonstrate / Tour			
Did consultant show or describe at least 3 amenities	5		
If so, which ones:	Please		Circle
Laundry	YES		NO
Pool	YES		NO
Mail Area	YES		NO
Landscape	YES		NO
Playground	YES		NO
Tennis Court	YES		NO
Fitness Center	YES		NO
Parking Space	YES		NO
Trash Area	YES		NO
Other:	YES		NO
Did consultant use Guest Card during presentation?	2		
Tour facilities/amenities before model / vacant?	2		
Were you shown a model, vacant or both?	MODEL	BOTH	VACANT
Mentioned planned activities?	2		
Did consultant present features and sell benefits?	3		
Discussed the quality of residents living at property?	2		
Praised on site staff / maintenance?	3		
Show specific benefits of model/vacant (point, move etc)	3		
Discussed surrounding areas conveniences?	3		
BONUS			
Introduced another staff member and or resident?	3		

Mentioned renters insurance?	2		
Closing Techniques			
During presentation was urgency created?	5		
Attempted to overcome any objections raised?	3		
Were objections overcome to your satisfaction?	2		
Attempted to ask for a deposit in the vacant or model?	5		
Attempted a second close?	5		
Asked prospect to return for another visit?	2		
Gave brochure/marketing materials after return to office?	2		
BONUS			
If property didn't meet your needs did consultant refer you to another location?	1		
Did consultant attempt third close?	2		
Professionalism			
Was a sense of rapport created?	2		
Was the presentation natural, not "canned"?	2		
Used your name during the presentation?	2		
Did the consultant control visit without being pushy?	2		
Follow Up			
Did you receive a follow up telephone call?	4		
With in 48 hours?	2		
Did you receive a Thank you card?	4		
With in 5 days?	2		
Total Points	110		
(plus 13 bonus points possible)			
Comments:			