



LEASING COACH

EXECUTIVE TELEPHONE SHOPPING REPORT

VILLAS OF UPTOWN APARTMENTS

1555 MAIN ST.
DALLAS, TX 75201

80%

TELEPHONE SHOP SCORE

LEASING PROFESSIONAL: ANGIE

DATE: 02/01/2010

TIME: 1:34pm LEGHTH: 3:12min

CLIENT NAME: MICHAEL BLACK

TELEPHONE NUMBER: 214-738-0122

ADDRESS: 300 N AKARD 807, DALLAS, TX 75201

EMAIL ADDRESS: MBLACK0095@YAHOO.COM

SOURCE OF TRAFFIC: APARTMENT FINDER MAGAZINE

REQUIREMENTS/ HOT BUTTONS:

ONE BEDROOM WITH STUDY/OFFICE

LARGE LIVING ROOM

UPDATED KITCHEN/NEW APPLIANCES

ONE OCCUPANT

NO PETS

NEEDED WITHIN 30 DAYS (LEASE EXPIRING)

NONE WEST FACING SUN EXPOSURE

FITNESS CENTER

SHOPPER INFORMATION

Stephen Cox is a nationally recognized multifamily speaker/trainer with over 16 years of experience. He has served in all capacities of property management from leasing consultant to VP of Marketing/Training.

He has spoken to well over 15,000 students and has a current client base of over 250 management companies. He is one of the most sought after speakers with apartment associations spanning coast to coast.

In addition to being a powerful and motivational speaker, Stephen has served on the National Apartment Association's education sub-committee for the development of the NALP Designation. (National Apartment Leasing Professional)

Visit www.LeasingCoach.com for additional information and upcoming seminars.



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1	DID THE CONSULTANT PROJECT A PLEASANT SMILE THROUGH THEIR VOICE? <i>RESPONSE "Thank you for calling Villa's Uptown, this is Angie. How may I assist you?(Very pleasant voice tone)"</i>	<u>YES</u>	NO
2	DID THE CONSULTANT IDENTIFY THE SOURCE OF TRAFFIC? <i>RESPONSE "If you don't mind me asking, how did you get our number" (Apartment Finder)</i>	<u>YES</u>	NO
3	DID THE CONSULTANT ASK FOR THE CLIENTS NAME AND USE IT DURING THE CONVERSATION? <i>RESPONSE (Did not ask for name. She began to ask then asked another question instead. Forgot to go back to question)</i>	YES	<u>NO</u>
4	DID THE CONSULTANT IDENTIFY THE NEEDS AND WANTS OF THE CLIENT? <i>RESPONSE (She did find out many of my hot buttons, 1st floor, view, upgraded appliances, garage, etc.)</i>	<u>YES</u>	NO
5	DID THE CONSULTANT CREATE A SENSE OF URGENCY? <i>RESPONSE (Asked if I could come out today and visit. Mentioned that she had the one perfect apartment home)</i>	<u>YES</u>	NO
6	DID THE CONSULTANT CREATE A COLORFUL AND DESCRIPTIVE PICTURE OF THE COMMUNITY? <i>RESPONSE (She described the community very well emphasizing all the community common area amenities)</i>	<u>YES</u>	NO
7	DID THE CONSULTANT GET A CONTACT NUMBER OR EMAIL ADDRESS FOR FOLLOW-UP <i>RESPONSE (Did not ask for contact information)</i>	YES	<u>NO</u>
8	DID THE CONSULTANT OFFER DIRECTIONS TO THE COMMUNITY? <i>RESPONSE (She said, as a reminder we are located between McKinney and St. Paul next to the Starbucks)</i>	<u>YES</u>	NO
9	DID THE CONSULTANT SET AN APPOINTMENT? <i>RESPONSE (She asked if early afternoon or late afternoon would work best for me)</i>	<u>YES</u>	NO
10	DID THE CONSULTANT DISPLAY ENTHUSIASM DURING THE CALL? <i>RESPONSE (Angie was very friendly and maintained a genuine interest in my apartment needs. She was very enthusiastic and professional.)</i>	<u>YES</u>	NO



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Summary Report

Telephone Shop #1	02/01/2010	1:34pm	Call Time 3:12 min
Telephone Shop #2	02/03/2010	10:18am	Call Time 1:19 min
Telephone Shop #3	02/05/2010	4:40pm	Call Time 2:57 min

Average Call Time 2.29 min

DID THE CONSULTANT PROJECT A PLEASANT SMILE THROUGH THEIR VOICE?

Shop #1 (10)	Shop #2 (10)	Shop #3 (10)	100%
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DID THE CONSULTANT IDENTIFY THE SOURCE OF TRAFFIC?

Shop #1 (10)	Shop #2 (0)	Shop #3 (0)	50%
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DID THE CONSULTANT ASK FOR THE CLIENTS NAME AND USE IT DURING THE CONVERSATION?

Shop #1 (0)	Shop #2 (0)	Shop #3 (0)	0%
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DID THE CONSULTANT IDENTIFY THE NEEDS AND WANTS OF THE CLIENT?

Shop #1 (10)	Shop #2 (0)	Shop #3 (10)	50%
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DID THE CONSULTANT CREATE A SENSE OF URGENCY?

Shop #1 (10)	Shop #2 (10)	Shop #3 (10)	100%
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DID THE CONSULTANT CREATE A COLORFUL AND DESCRIPTIVE PICTURE OF THE COMMUNITY?

Shop #1 (10)	Shop #2 (0)	Shop #3 (10)	70%
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DID THE CONSULTANT GET A CONTACT NUMBER OR EMAIL ADDRESS FOR FOLLOW-UP?
 Shop #1 (0) Shop #2 (0) Shop #3 (0) 0%

DID THE CONSULTANT OFFER DIRECTIONS TO THE COMMUNITY?
 Shop #1 (10) Shop #2 (10) Shop #3 (10) 100%

DID THE CONSULTANT SET AN APPOINTMENT?
 Shop #1 (10) Shop #2 (0) Shop #3 (10) 100%

DID THE CONSULTANT DISPLAY ENTHUSIASM DURING THE CALL?
 Shop #1 (10) Shop #2 (10) Shop #3 (10) 100%

Shop #1 **Shop #2** **Shop #3** **Average**
 80% 40% 70% 63%

C O R P O R A T E E X E C U T I V E S U M M A R Y

Industry Average	50%	63%
Company Average	70%	
Community Average	60%	
Employee Average	63%	