

# Telephone Performance Analysis Industry Report Card



## Q4-2019 IRC

October 1, 2019 – December 31, 2019

### What is the Industry Report Card?

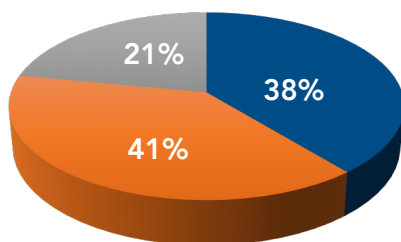
The Telephone Performance Analysis Industry Report Card (IRC), published quarterly by LeaseHawk®, is an objective report that benchmarks how effectively multifamily professionals handle incoming telephone calls. LeaseHawk provides key strategic services to enhance an apartment community's ability to track marketing dollars, increase lead conversion rates, and improve employee performance.

### What is Telephone Performance Analysis (TPA)?

The LeaseHawk TPA is a service that reviews actual calls and evaluates how employees interact with prospects within several critical categories. Each call is reviewed and scored using a survey of best practices created by industry professionals in the ownership, management, and operation of apartment communities.

### Setting the Appointment

Top leasing professionals typically convert 50%-60% of the qualified telephone traffic (compared to the 41% industry average).



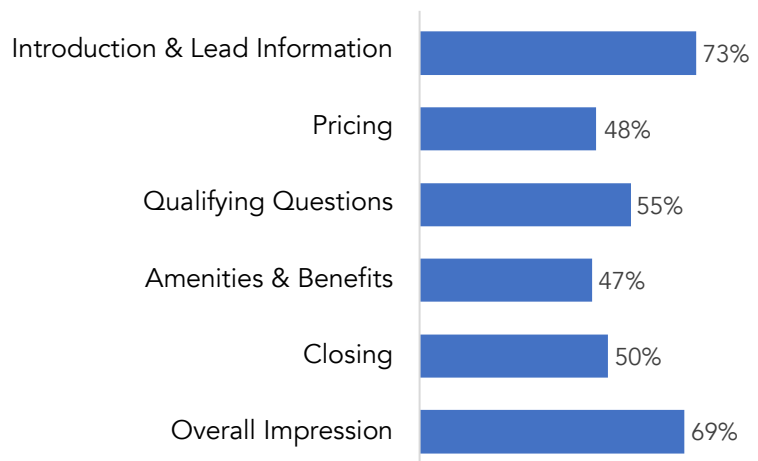
■ Leasing professional did not set an appointment

■ Leasing professional set a SPECIFIC appointment with time and day

■ Leasing professional did not set an appointment because caller is not qualified

### Performance by Call Category

By identifying areas that need improvement, you can target your training efforts to improve overall call performance.



Average Overall Call Performance: 55%

Note: The above overall call total represents the average score by a leasing professional across all categories.

#### Sample Category Questions:

Leasing professional obtains caller's name	52%
Leasing professional mentions benefits of Community amenities	17%
Leasing professional mentions benefits of Apartment features	16%