

Industry Report Card

Q3-2020: July 1 – September 30



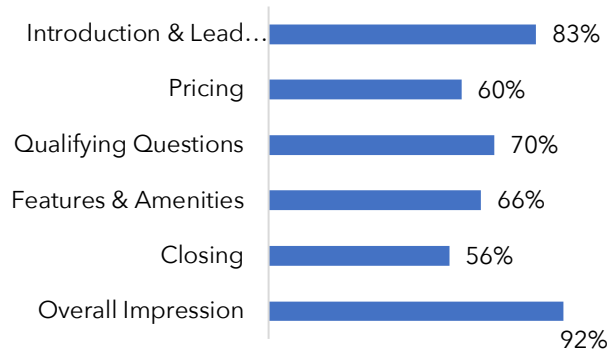
What is the IRC?

The Industry Report Card (IRC), published quarterly by LeaseHawk®, is an objective report that benchmarks how effectively multifamily professionals handle incoming telephone calls. The data is pulled from thousands of multifamily properties from across the country.

How is performance measured?

LeaseHawk evaluates all qualified inbound first-time prospect calls using a standard survey of best practices. The survey was created by industry professionals in the ownership, management, and operation of apartment communities. Call scores are dependent upon how employees interact with prospects within several critical categories.

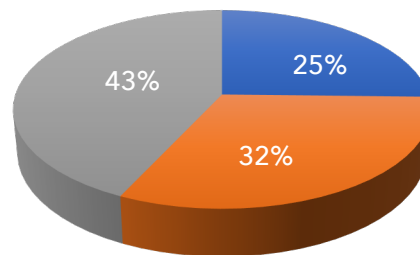
Performance by Call Category



71.44%
National Average
Overall Call Performance

Use the categories to identify areas that need improvement and target training efforts to increase overall call performance. The above "Average Overall Call Performance" score represents the average score by a leasing professional across all categories.

Leasing Professional
First-Time Prospect Appointment Conversion



- Did not set an appointment
- Set an appointment
- Did not set appointment because caller is not qualified

55.47%
National Average
Leasing Professional
Conversion Rate

Top leasing professionals typically convert 50-60% of qualified calls (compared to the 55% industry average).

Sample Category Questions:

Attempts to determine caller's contact information	74%
Inquires if the caller has pets or caller asks if the community accepts pets	70%
Attempts to determine why the caller is moving or caller volunteers reason	57%