Industry Report Card
## Q4-2023: October 1 – December 31

LeaseHawk®

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 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.

Leasing Professional First-Time Prospect Appointment Conversion
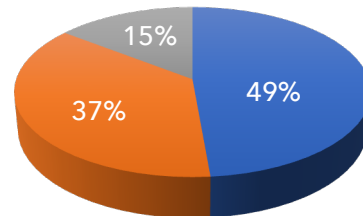
- ■ Did not set an appointment — 49%
- ■ Set an appointment — 37%
- ■ Did not set appointment because caller is not qualifed — 15%

Performance by Call Category

Category	Score
Introduction & Lead…	79%
Pricing	52%
Qualifying Questions	54%
Amenities & Benefits	59%
Closing	53%
Overall Impression	88%

43.11%
National Average
Leasing Professional
Appointment Conversion Rate

63.38%
National Average
Overall Call Performance

The "Average Overall Call Performance" score (see above) represents the average score by a leasing professional across all categories.

Use the "Performance by Call Category" to identify areas that need improvement and target training efforts to increase overall call performance.

The "Sample Category Questions" (see below) are examples of questions scored to determine the overall performance score for each category.
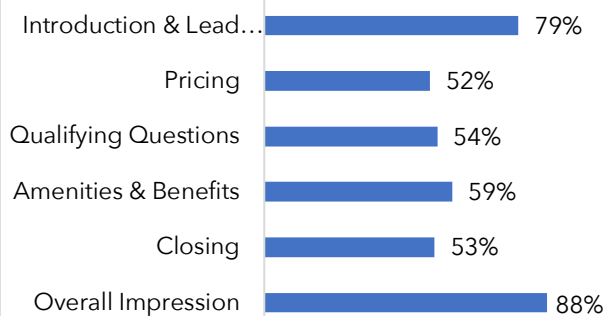
Sample Category Questions:

Attempts to determine caller's contact information	64.44 %
Inquires if the caller has pets or caller asks if the community accepts pets	58.85%
Attempts to determine why the caller is moving or caller volunteers reason	29.71%