



## 2021 SALES STANDARDS | NOVEMBER 8, 2021

### KEY METRICS

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- **Inquiry-to-Tour** = 40%  
*Example: 10 leads = 4 tours secured/month*
- **Tour-to-Move-in** = 30%  
*Example: 50 tours = 15 move-ins*
- **Outreach Visit-to-Referral** = 10%  
*Example: 40 outreach visits/month = minimum 4 referrals*
- **Inquiry-to-Move-in** = 12%

### SALES ACTIVITY STANDARDS

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- **Rent-Ready** = If 12 or fewer are vacant, then 70% should be rent-ready. If 13 to 20 are vacant, then 60% should be rent-ready. If over 20 are vacant, then 40% should be rent-ready.
- **Home Visits** = Minimum 1/week
- **Wow Gift F/U** = Minimum 1/week
- **Database F/U Standard** = 100 outbound calls/week
- **Outreach Visit Standard** = 10 quality face-to-face or virtual interactions with potential referral sources using the Business Development Pre-Plan Worksheet.

*NOTE: ED and DSM to uphold the seven-day pre- and post-tour protocols, as well as contribute to outreach. Above standards are a community expectation.*

- **Prospect Event** = 1/month
- **Professional Event** = 1/month
- **Gold Key Event** = 1/month
- **Facebook** = 1 quality post/week

*NOTE: A prospect and professional event may be combined if the event is properly promoted and planned out for a strong turnout. These events are intended to increase our inquiry-to-tour and tour-to-move-in conversion rates. They are not for our residents, although residents may attend.*

## LEAD STATUS STANDARDS

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- **Urgent** = Unmanaged with no outbound contact yet (Speed for Lead)
- **Hot** = Expected to move in within 30 days
- **Warm** = Expected to move in within 90 days
- **Cold** = Expected to move in after 90 days

## INSIDE SALES F/U STANDARDS

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- **Hot** = Multiple phone calls and emails/texts until you complete one voice-to-voice/week
- **Warm** = Multiple phone calls and emails/texts until you complete one voice-to-voice every other week
- **Cold** = Multiple phone calls and emails/texts until you complete one voice-to-voice once every 60 days unless requested otherwise by the inquiry

*NOTE: If calling multiple times in a day, leave only one voice mail.*

## 7-DAY INQUIRY F/U PROTOCOL (pre-tour)

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- Refer to updated 7-Day Inquiry F/U Protocol sheet

## 7-DAY POST-TOUR F/U PROTOCOL

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- Refer to 7-Day Post-Tour F/U Protocol sheet

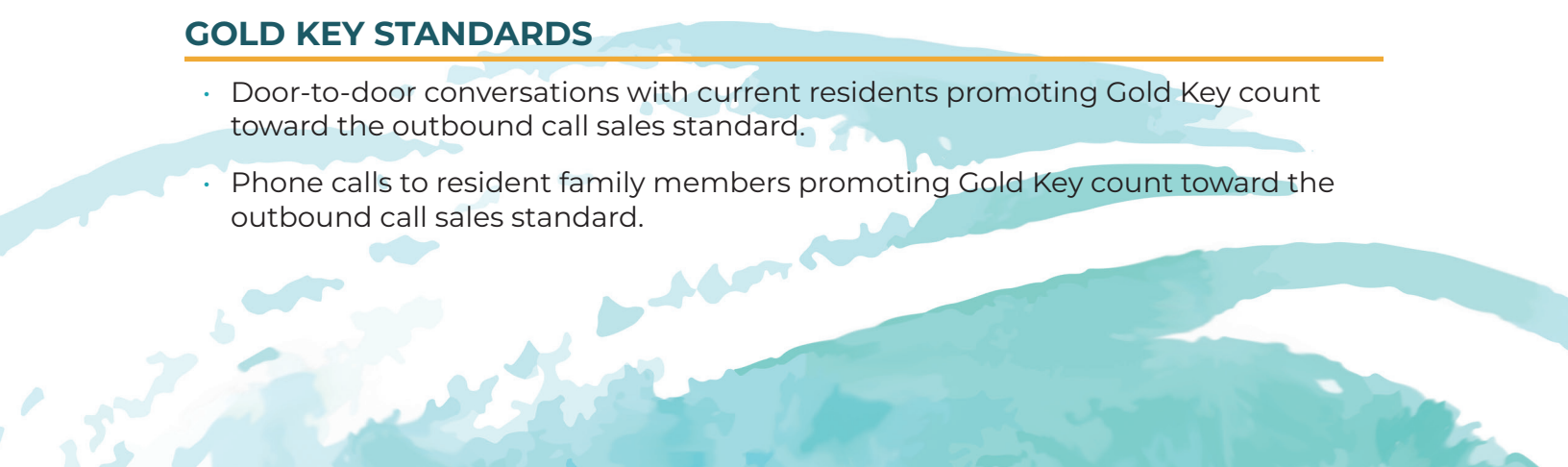
## OUTREACH SALES STANDARDS

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- **Outreach visits** = 10/week
- **Outreach Visit** = Quality face-to-face or virtual interactions that utilize the Professional Planning Tool
- **Referral Goal** = Outreach visits generate 10% of monthly referrals  
*Example: 40 outreach visits/month = Minimum 4 referrals*

## GOLD KEY STANDARDS

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- Door-to-door conversations with current residents promoting Gold Key count toward the outbound call sales standard.
  - Phone calls to resident family members promoting Gold Key count toward the outbound call sales standard.
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## REFERRAL SOURCE STATUSES

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- Determine a priority status for your referral sources to make sure you are visiting potential A sources most of the time.
- **A** = Minimum of 1 move-in per quarter
- **B** = Minimum of 1 move-in per 6 months
- **C** = Potential to refer appropriate resident

## ADDITIONAL ITEMS

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- Tours are counted as tours in SPM only if they are in-person. If you complete a video tour via email, mark it as email. If you complete a virtual tour via smart device, count it as an outbound call.
  - Model apartments are set up to upsell by no less than \$200 and reset when needed.
  - Sales Standards are a community responsibility and must be met consistently each week.
  - All completed and scheduled activities/notes must be entered into SPM or they will not count toward the community's performance.
  - Scorecard and Regional Weekly Tracking Tool need to be submitted to RDSMs on time each week.
  - Keep APFM, Caring.com and other referral service community profiles updated.
  - Use approved concessions and promotions to increase occupancy.
  - Host pre-planned weekly ED/DSM Meetings.
  - Host at least one sales and marketing meeting per month, which includes planning for upcoming events.
  - Submit Vacant Apartment List on the first week of each month to your RDSM and RVP.
  - Update CMA regularly but no later than March 31 and Aug. 1 for each competitor.
  - Use total market rate pricing (starting at + premiums) as listed on your 2021 or 2022 Pricing Template saved in SharePoint.
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