



2022-23 SALES STANDARDS | REVISED NOV. 29, 2022

KEY METRICS

- **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%

QUARTERLY SALES & MARKETING DEADLINES

- **Q1 2023** – Dec. 20
- **Q2 2023** – March 20
- **Q3 2023** – June 20
- **Q4 2023** – Sept. 20

SALES ACTIVITY STANDARDS

- **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.
- **Elevate Signature Tour Gift** = Give a gift to every tour
- **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.

SALES ACTIVITY STANDARDS *(continued)*

- **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

- **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

- **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)

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

7-DAY POST-TOUR F/U PROTOCOL

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

OUTREACH SALES STANDARDS

- **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

- 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.

REFERRAL SOURCE STATUSES

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

ADDITIONAL ITEMS

- 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.
- Always have a home care private pay caregiving service offered on-site at the community.
- Use SalesMail daily and in conjunction with the 7-day Lead Follow-Up Plans.