



2024 SALES STANDARDS | REVISED JANUARY 28, 2024

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 2024** – Dec. 20
- **Q2 2024** – March 20
- **Q3 2024** – June 20
- **Q4 2024** – 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. All vacant apartments must be rent-ready if you are 90+% occupancy.
- **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 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
- **Reason to Return** = Minimum Vibrant Life® activity 1/month
- **Professional Event** = Host a professional referral source gathering on or off site 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

- **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 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

- One Gold Key event per month to increase new memberships.

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 Welcome Home 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 Welcome Home 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 Effective Market Rent pricing (starting at + premiums) as listed on your 2024 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.
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