

# APARTMENTS

## RENTAL PROPERTIES

### INCREASING REVENUES THROUGH INNOVATION

*Can it be a coincidence that our two largest airport clients consistently win awards for “best in customer service & management”?*

#### MYSTERY SHOPPING IN RENTAL PROPERTIES

Since the early eighties mystery shopping has been utilized to evaluate the overall physical attributes of businesses/enterprises, their customer service and the sales ability of its employees. As a leader in this industry for over 24 years, ESP having completed over 5 million shops in almost every type of business and in every state in the union, has compiled a vast amount of data related to mystery shopping scores and actual dollar value revenues. Combined with our hi-tech procedures this data has enabled us to ascertain the precise “things” that result in successful sales within the rental property business.



Surely, as a principal of your organization you would want to know if **your** sales team/agent is doing and saying the right “things?”

Mystery shopping data is incredibly valuable because it separates the order-takers from those employees who effectively promote your properties. In today’s economic situation, nothing could be more important as increasing revenues, efficiently and cost effectively.

#### REVENUE ARE DIRECTLY RELATED TO THE FOLLOWING:

##### 1. CUSTOMER SERVICE

Customer Service is the lifeblood of any organization. It is not surprising therefore that that most successful rental property companies have one major thing in common – top notch customer service.

**Evaluation Systems for Personnel (ESP)**, using sophisticated mystery shopping programs and its 600,000 nation-wide shoppers has helped thousands of organizations throughout the USA improve their customer service and revenues.



**Mystery Shopping** provides rapid, unbiased and accurate feedback. It pinpoints areas where improvements will have the greatest impact.

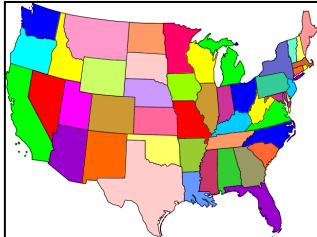
ESP has developed a high tech approach to the evaluation and improvement of apartment leasing services. **MYSTERY SHOPPING** provides you with an instant snapshot of your leasing company, telling you, at a glance precisely what your people doing and saying or behaving. Armed with this information you can introduce corrective

measures into your training or policies. **This can only lead to more sales and more profits.**

**Major leasing organizations, which excel in customer service, make use of ESP's services.**

### Our Nation-Wide Evaluators

The quality of shoppers (we call them 'evaluators') is an essential ingredient of any feedback. For this reason we use only the finest shoppers—highly qualified, selected, trained and constantly evaluated. By drawing from our database of 600,000 plus shoppers—nation-wide and by continually grading them, we can assure our clients of the finest and most accurate evaluations.



Because of our unique **ON-LINE WEB-BASED** service we are able to perform shops efficiently and accurately in almost any city in the USA, and often at a moment's notice.

## 2. SALES PERFORMANCES

- o **Are they order-takers or promoters?**
- o **How many potential renters or sales are lost because of inept salesmanship?**

The competition today dictates that apartment companies can no longer rely on their reputation or expensive advertising for new business. Sales skills are of paramount importance, so it's important to know if your employees/salespeople are losing potential customers. If indeed they are, it's important to know WHY. **That is why Mystery Shopping is so valuable.**

### Attitude

**You only get one opportunity to make a good first impression.** Whether the initial contact is via the phone or in person, an enthusiastic and professional agent can set the tone for a top-notch customer service experience. We must continually ask ourselves, "Are our agents doing everything that they should be doing?" ESP's proven questionnaires and scorecards have been designed to do determine if indeed they have.

After 24 years in the business we are confident that we know exactly what "things" your agents and employees should be doing or saying.. These "things" are the essence of our shopping reports and are supplemented with narratives or comments.

## 3. SALES-ENHANCEMENT

### Incentive Programs

A major factor in getting employees to add-on or up-sell is the introduction of an incentive program. ESP has been extremely successful in this area and has been contracted by major companies to introduce and maintain such programs. Mystery shopping results are extremely useful in any rewards program because



they give a numerical value to specific performances such as the best salesperson or the best customer service provider. In addition to cash prizes we recommend the awarding of great-looking monthly certificates of achievement to employees who perform over a certain standard and quality wooden plaques to management twice a year.

## ESP'S MYSTERY SHOPPING PROGRAM

We divide our shopping services into two types:

### 1. THE TELEPHONE EVALUATION



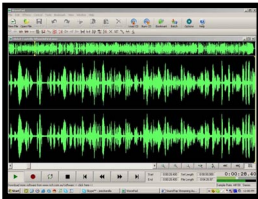
Telephone inquiries are different to face-to-face inquiries. Agents responding to a telephone inquiry must project a much stronger verbal approach. They should be **“selling the appointment”** - persuading the inquirer to ‘come on in., as opposed to selling a specific unit.’ It is virtually impossible to actually lease an apartment over the phone. The entire thrust of the salesperson should be to sell the appointment—to encourage the prospect to come into the property.

You’ll never get a second opportunity to make a good first impression. That is why the telephone is so important. It can, not only set the initial tone of the communication between salesperson and prospect; it can also result in a meeting with the prospect. Our shoppers have the capacity to record and score their experience. Our digital recordings can be E-mailed

to management— an extremely useful training tool.

#### Recording the call.

Each call from our shoppers can be recorded digitally so that it can be Emailed to the client or other interested parties. In addition, we provide a scorecard, which reflects the overall quality of the call—the greeting, qualification, presentation and closing the visit. Because it can be presented in spreadsheet format it is very simple to measure trends. That way we can evaluate the success of any training or corrective actions.



### 2. FACE-TO-FACE EVALUATION

How much more successful would your leasing agents be if they could persuade effectively? After having performed many thousands of evaluations we know that most agents do not persuade effectively or professionally. Mystery shopping will tell you exactly what your agents are omitting.



What is the point of spending advertising dollars to lure prospects into your property if they are then turned off by poor communications, poor salesmanship or ineptness? Our shoppers, in addition to telephoning in, can also pay a visit to the property. Using a proven questionnaire the shoppers can give the office a ‘blow-by-blow’ description of their experience (from the time they enter the property to the time they leave in numerical and in written format. Once again it’s the first impression that is so important – the way in which the consumer is greeted/approached as

he/she enters the property. Prejudging is fatal. We cannot make judgments about consumers based upon their appearance, behavior or perceived wealth. Everyone who enters your property is a potential customer. That is why mystery shopping is so valuable—it tells you exactly what your sales personnel are omitting from their presentations so that corrective action can be made in real time.

**A combination of telephone and face-to-face evaluations can be of incredible value.**

### **3. THE REPORTING**

Our professional bar charts and spreadsheets will give you incredible insight into the inner workings of your property. They will pin point precisely any weak spots in the individual or company presentations. This information is invaluable for your training methodology.

#### **Specific Areas Measured**

- **THE GREETING**
- **THE QUALIFICATION**
- **THE PRESENTATION (INCLUDING A TOUR OF THE PROPERTY).**
- **CLOSING**
- **FOLLOW—UP**

### **4. THE QUALITY OF OUR SHOPPERS**

Because the information we glean from mystery shopping experiences is of a sensitive nature it is of paramount importance that the shoppers report accurately every detail of their visit. To this end we set extremely high standards for our shopper – we think that they are the highest in the nation. To this end we demand that each shopper be fully conversant with business procedures and expectations. We choose our shoppers on the basis of education, experience and professional demeanor. In the interests of maintaining an exceptionally high standard we test and train our shoppers on an on-going basis.



### **TRAINING METHODOLOGIES**

**TRAIN THE TRAINER**– with customized production quality content. We can produce these in booklet or CD form.

**23**  
**Proven Steps**  
**to Improve**  
**Rental Sales**

Tested Ideas From ESP

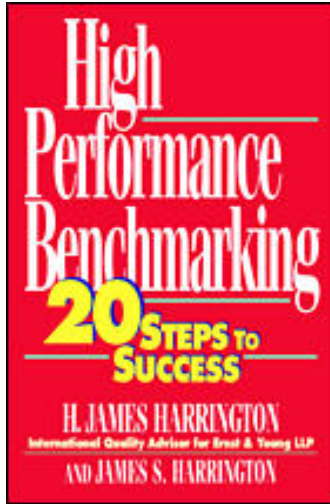
**E LEARNING** — Train thousands of employees on line using our advanced multi media technology. This is a perfect training solution, where an organization has multiple branches in different cities or states.

**We believe that mystery-shopping results can be enhanced using training and incentive programs.** That is why ESP offers an overall plan, which links the mystery shopping program and training directly to sales goals. We believe that your executives and designated staff should buy into the concept. To this end we always

suggest that we meet with them to determine their precise needs and goals. The introduction of incentive programs and pre employment testing are also recommended in a long-term plan.

## BENCHMARKING

ESP has been featured in many major publications, as an innovator in the art of comparing products, product mix, services, customer service and prices. In particular we have in-depth information as to how other companies in the various categories perform. This information provides your organization with benchmarks for future aspirations. According to H. James Harrington in his highly acclaimed book 'High Performance Benchmarking – 20 steps to success,' where ESP is prominently featured, companies can benefit greatly from benchmarking by as much as 2000%. He states, "No matter how good your organization is, or how well regarded your products and/or services are, you cannot stop improving. You cannot stand still. When you do, you really are not standing still; you are slipping backward, because your competition is constantly improving. One of the best ways to keep improving your organization is to benchmark. In the last 10 years, process benchmarking has become the "in" thing to do. Ernst & Young LLP and the American Quality Foundation conducted an extensive international quality study that found a statistical correlation between benchmarking and organizational performance (profit, productivity,, and quality. Benchmarking is one of the few management practices that can be statistically validated as being a key driver for improvement in the best organizations."



## SURVEYS

ESP specializes in various types of surveys—

1. Customer satisfaction.
2. Employee climate.

## ONE-CLICK WEB REPORTING

Our Internet customer experience dashboard is the most powerful in the industry. Data is available in almost real time and is accessed via your own personal web site. Our role-based security allows managers to access information dependent upon their hierarchy.



### **MONTHLY REPORTS & ANALYSIS**

We have on staff Ph.D. employees who can test the validity of evaluations. Furthermore, we offer monthly reports which not only report for that month but which point out trends and comparisons with previous months. Clients can request tailored summary reports.