



MYSTERY SHOPS

UNDERSTANDING
LEAD
CONVERSION
THROUGH THE
CUSTOMER
EXPERIENCE

Program Overview:
Purpose & Value

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MYSTERY SHOPPING OVERVIEW

Ellis Mystery Shopping Reports:

- Give you the data you need to monitor onsite leasing **performance**
- Provide an **objective** view of an on-site interaction by an independent evaluator
- Are comprised of a **technical** component with numerical score and a Customer Experience component with **subjective insights** and a star-rating
- Offer our exclusive nationwide **Benchmark** comparison on 10 key questions to compare your performance against other properties, regions, and companies

TYPES OF MYSTERY SHOPS OFFERED

Telephone Only Shop: Audio recording and written evaluation of a telephone presentation ONLY

Telephone / OnSite Shop: Includes a Telephone Shop AND in-person visit with written evaluation

Internet Shop: Written evaluation of timeliness and quality of the leasing professional's written response to an Internet inquiry

Video Shop: A Telephone and OnSite shop that includes an audio recording of the call and video recording of the in-person visit, along with the written evaluation

SHOPPING REPORT COMPONENTS

TECHNICAL SCORE

- Provides numerical score and objective feedback on the technical aspects of the sales process

ELLIS TRADITIONAL BENCHMARK

- Ten key questions, common to all shopping reports
- Allows you to compare your company's performance to others

CUSTOMER EXPERIENCE / BENCHMARK

- Includes a 1- to 5-star Customer Experience rating based on the shopper's subjective perceptions of the interaction

Shopping Report Score			
	Possible Points	Earned Points	Percentage
Telephone	100	0	0.0%
Greeting	20	0	0.0%
Identifying Needs	20	0	0.0%
Demonstrating	25	0	0.0%
Closing	30	0	0.0%
Follow-Up	5	0	0.0%
On-Site Total	100	0	0.0%
Total Score	200	0	0.0%
Multifamily Industry Benchmark	100	0	0%

Overall Customer Experience Rating



The 10 Ellis Benchmark Questions:

The Ellis Benchmark Report ranks our participating Customers based on the performance on 10 critical questions from their shops. These questions are:

- Setting an Appointment
- Obtaining a Telephone Number
- Positive First Impression
- Identifying the Prospect's Specific Needs
- Discussing and Showing the Property
- Condition of the Apartment Shown
- Selling of the Apartment Features & Benefits
- Overcoming Objections
- Asking for a Deposit
- Would the Prospect Lease from that Associate

MYSTERY SHOPPING – CUSTOMER INTERFACE

You are able to access information about your Mystery Shops on our Customer Interface 24 hours a day, to include:

- Recent Shop Score Trends
- Customer Experience Data
- Opportunities to Improve
- Training Materials & Tips
- Status of Current Orders**
- Shop Summary Data**
- Ellis Benchmark Data**

**Order Status & Summary/Benchmark Data are not viewable at property level.



MYSTERY SHOPPING – COMPLETION & DELIVERY

- Ellis contracts with thousands of individuals across the US (and some areas of Canada) to conduct our mystery shops
- Our standard turnaround time is approximately 10-14 days from the date the shop was completed. (Video and on-site recorded shops have a longer turnaround) We also offer RUSH processing upon request for a nominal upcharge.
- Shopping reports are delivered instantly via email upon completion of in-house quality control review. Results can also be viewed by logging into the customer interface.
- Invoices are delivered by email or mail.