Program Overview: Purpose & Value

Mystery Shops
Understanding Lead Conversion Through The Customer Experience

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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

<table>
<thead>
<tr>
<th>Shopping Report Score</th>
<th>Possible Points</th>
<th>Earned Points</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Telephone</td>
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<tr>
<td>Greeting</td>
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<td>Closing</td>
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<td>Multifamily Industry Benchmark</td>
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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.
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.