MARKETSTAT MYSTERY SHOPPING

From Tours to Signed Leases

What 12 months of shop data reveals about where leases are won and lost, and how to close the gap

An illustrative case study: Thistlewood Residential, a fictional 28-community portfolio

marketstat.com

THE QUESTION

Your communities look great. So why aren’t more tours turning into leases?

Every property-management company invests heavily in curb appeal, amenities and marketing to get prospects in the door.

But what happens next (on the phone, at the desk, on the tour and in the 24 hours after) is mostly invisible to leadership.

Here is what a year of mystery-shop data can show: exactly what prospects experience, question by question.

64
mystery shops completed

28
communities evaluated

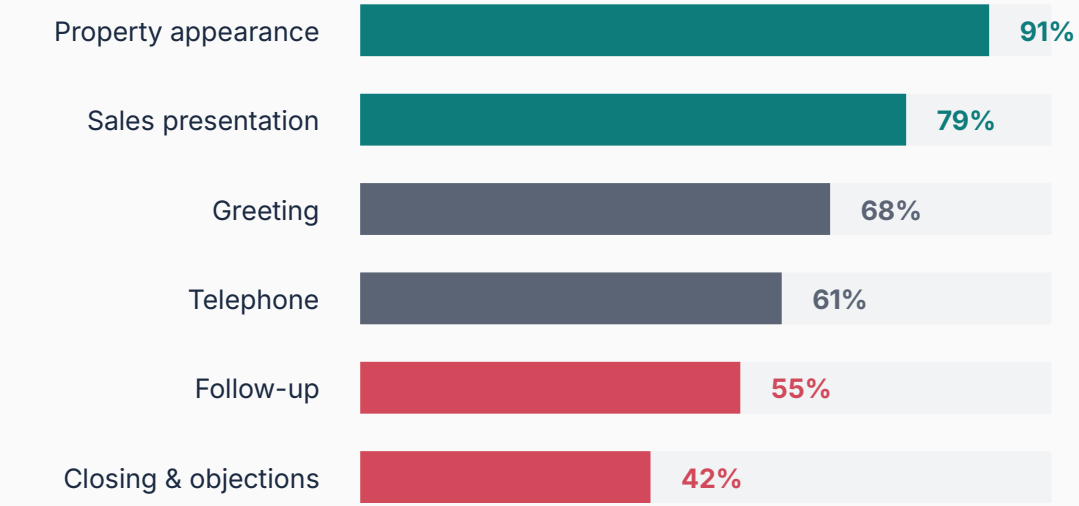
70
questions per shop: phone, tour, close and follow-up

12
months of program data

THE BIG PICTURE

Properties show well, but teams don’t close

Average score by section of the prospect journey



49-point gap

between how the property shows and how well the team asks for the lease.

Prospects are impressed by what they see. They just aren’t being asked to commit.

WHERE LEASES LEAK

Tours happen. Asking for the lease doesn't.

86%
set a specific tour appointment on the phone

42%
were asked to reserve the apartment that day

51%
got a second close attempt after an objection

55%
received a follow-up within 24 hours

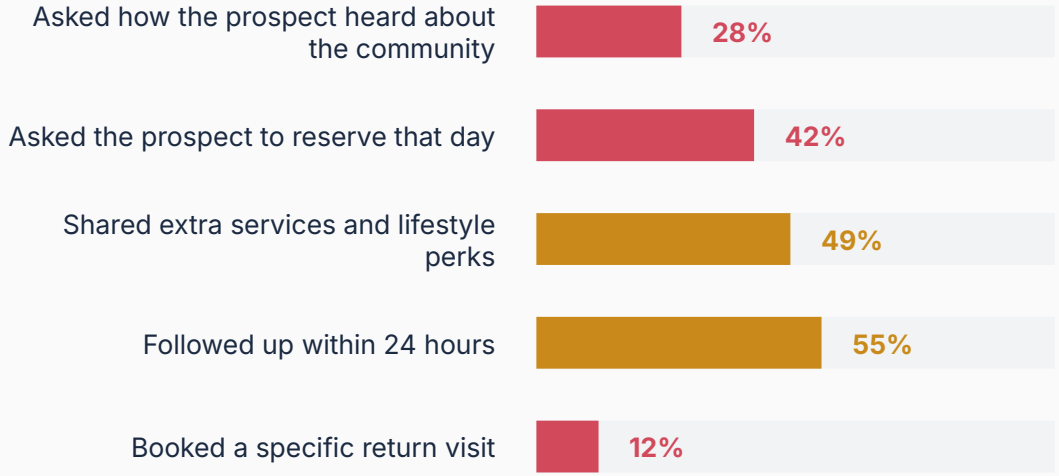
12%
were invited back for a specific return visit

The phone team does its job: more than 8 in 10 callers book a tour. But once prospects arrive, nearly 6 in 10 leave without being asked to lease, and almost half never hear from the property again. Every one of those is a warm, qualified lead the marketing budget already paid for.

BIGGEST OPPORTUNITIES

Five habits cause 44% of all lost points

Share of shops where the leasing team did it



Why it matters

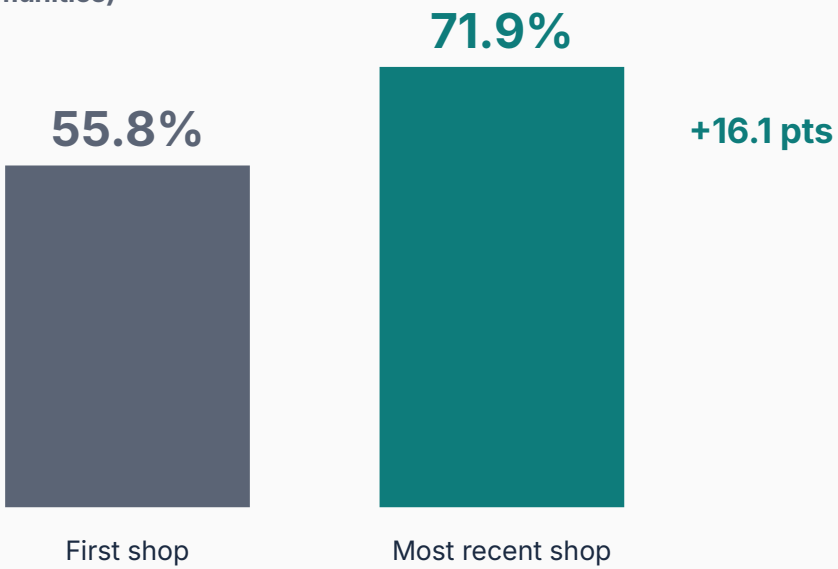
These aren't personality traits. They are teachable, checklist behaviors, and each ties directly to conversion or marketing ROI.

Fix five habits, recover nearly half the gap.

PROOF IT WORKS

What gets measured gets better

Communities shopped 3 or more times since program launch (22 communities)



77%

of repeatedly shopped communities improved from their first shop to their latest

52% → 86%

The Linden at Fox Hollow, first shop to fourth, after coaching on asking for the lease

THE REVENUE CASE

Small closing gains add up to real revenue

Illustrative example. Swap in your own portfolio's traffic, conversion and rent.

28	× 20	× 5 pts	= 28
communities	tours per community / month	lift in tour-to-lease conversion	additional leases / month

≈ $454K

in annualized lease revenue (28 leases × $1,350 avg. rent × 12 months)

Plus effects that are harder to see:

- Fewer days vacant per unit turn
- Less reliance on concessions to close
- Better ROI tracking when agents ask "How did you hear about us?"

Illustrative assumptions: 20 tours per community per month, 5-point conversion lift, $1,350 average monthly rent. Not client data.

HOW MARKETSTAT HELPS

Measure. Coach. Re-shop. Repeat.

1

Measure

- Phone, in-person, video and recorded-call shops
- Forms customized to your leasing standards
- Shoppers in all 50 states

2

Coach

- Question-level results in the Prism dashboard
- Video and call recordings for real coaching moments
- AI call summaries and location analysis

3

Re-shop

- Targeted shops on specific leasing agents
- Re-shops for low-scoring communities
- Trend tracking by property, region and question

GETTING STARTED

A 90-day plan to raise closing rates

DAYS 1–30

Baseline

Shop every community by phone and in person. Pinpoint where each team loses prospects.

DAYS 31–60

Coach

Share recordings and question-level results. Focus coaching on asking for the lease, follow-up and booking return visits.

DAYS 61–90

Prove it

Re-shop the lowest-scoring communities and target agents. Report the change in closing and follow-up scores.

Your properties already win the first impression.

Let’s make sure your teams win the lease.

Next step: a baseline shop of your communities, with results in the Prism dashboard in about three weeks.

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