Telephone
Performance Analysis

What is the Industry Report Card?

The Telephone Performance Analysis Industry Report Card (IRC), published quarterly by LeaseHawk®, is an objective report that benchmarks how effectively multifamily professionals handle incoming telephone calls. LeaseHawk provides key strategic services to enhance an apartment community's ability to track marketing dollars, increase lead conversion rates, and improve employee performance.

What is Telephone Performance Analysis (TPA)?

The LeaseHawk TPA is a service that reviews actual calls and evaluates how employees interact with prospects within several critical categories. Each call is reviewed and scored using a survey of best practices created by industry professionals in the ownership, management, and operation of apartment communities.
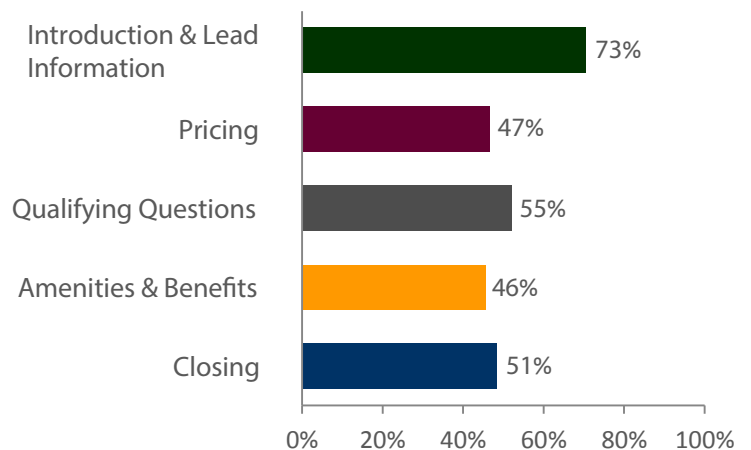
Setting the Appointment

Top leasing professionals typically convert 50%-60% of the qualified telephone traffic (compared to the 40% industry average).
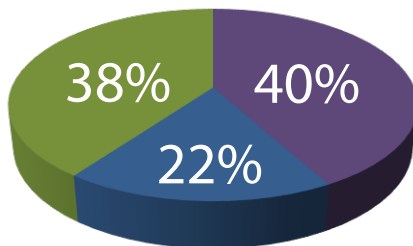
▶ Leasing professional did not set an appointment

▶ Leasing professional set a SPECIFIC appointment with time and day

▶ Leasing professional did not set appointment because caller is not qualified

Performance by Call Category

By identifying areas that need improvement, you can target your training efforts to improve overall call performance.

Category	Score
Introduction & Lead Information	73%
Pricing	47%
Qualifying Questions	55%
Amenities & Benefits	46%
Closing	51%

Average Overall Call Performance: 55%

NOTE: The above overall call total represents the average score by a leasing professional across all categories.

Sample Category Questions:

Leasing Professional obtains caller's name	51%
Leasing Professional mentions benefits of community amenities	14%
Leasing Professional mentions benefits of apartment features	14%