Mystery Shopping for the Property Management Industry

Remington
EVALUATIONS

Custom Dashboards

Instant Analysis through our Dashboards!

Don't have time to dig and sift through shopping reports for critical data? Our Dashboards display your summary mystery shop data as soon as you log in. You and your managers can see mystery shop results tailored to each person's specific region of responsibility or information access rights.

Four Quadrant Dashboard – Just want to see the basics? The Four Quadrant dashboard delivers four summary reports that pinpoint critical data you need to know on a frequent basis — trending, rankings, score distribution and more.
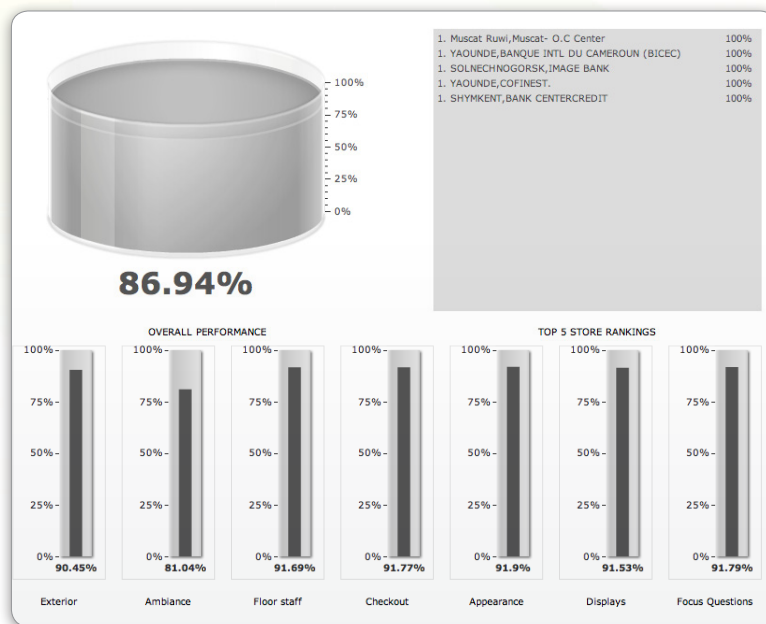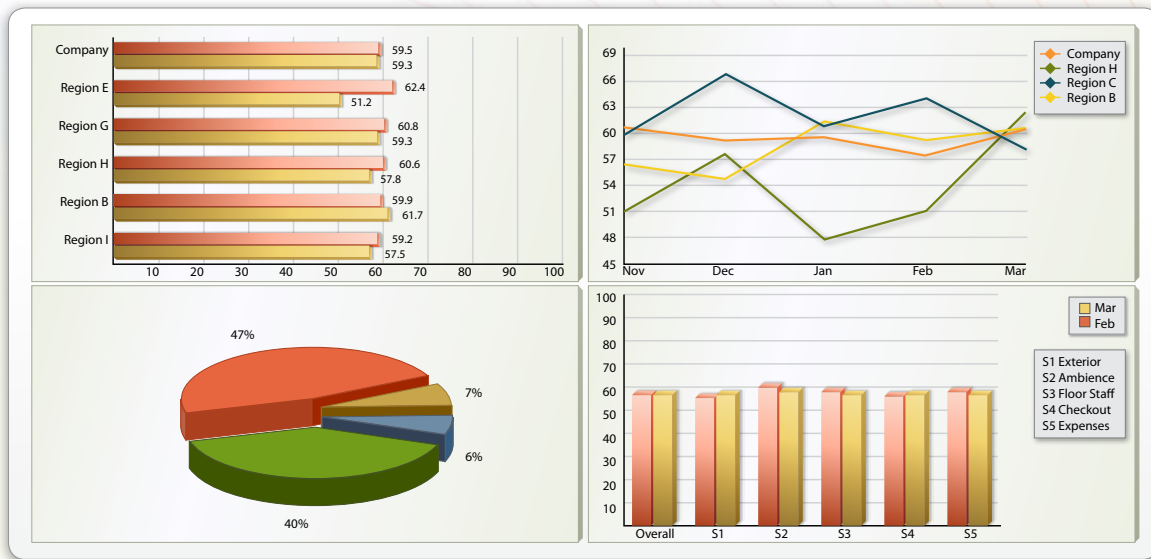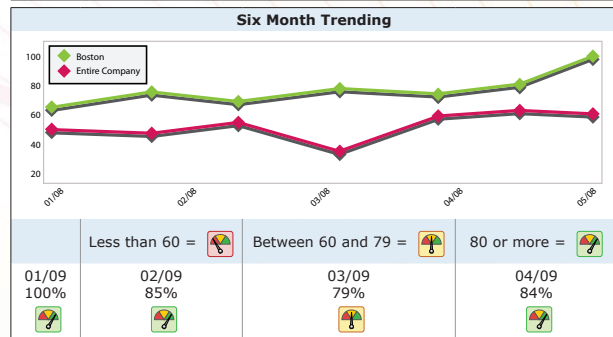
Shop Views

Shop Report Headers

Give your leasing consultant evaluation a rich visual presentation of your shop data- in context. Our Report Headers go beyond the usual questions and answers. Full color graphics illustrate each shop's performance with company and historical context:

- Trending over time.
- Comparison to company average.
- Comparison to previous evaluation.
- Performance threshold (Good, Needs Improvement, Unacceptable) – adjustable per survey.
- Key sectional scores.
- Every question and answer on the shopping report.
- End Page Summary – printable for easy display to team members.

Each and every object on these Report Headers, are completely customizable — we can hide, redesign, rearrange, or even create new metrics of your choosing.
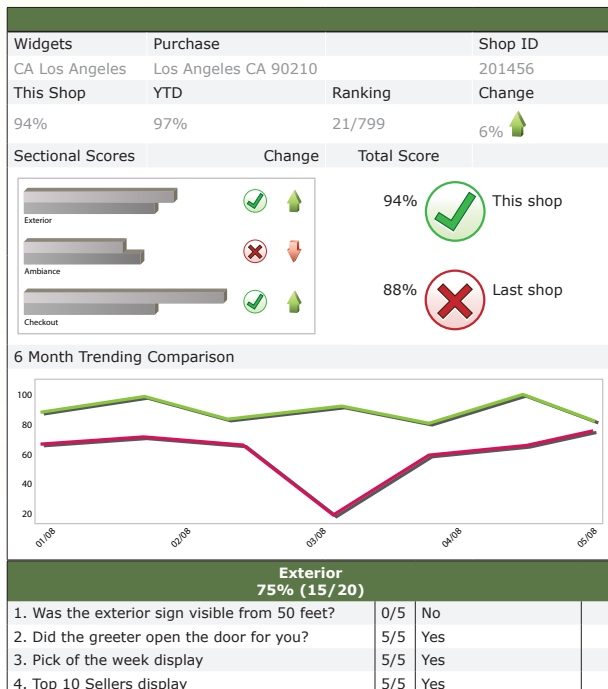
Audit	Widgets Unlimited		Shop ID: 64828
This Visit	**Year to Date**	**Our Ranking**	**Change**
100%	85%	4 / 80	16%

Six Month Trending

	Less than 60 =	Between 60 and 79 =	80 or more =
01/09 100%	02/09 85%	03/09 79%	04/09 84%

Section Scores

	This Time %	YTD %	Rank YTD	Change
Exterior	75	83	5	7%
Ambiance	100	79	10	11%
Checkout	100	99	2	1%

Exterior
75% (15/20)

1. Was the exterior sign visible from 50 feet?	0/5	No	
2. Did the greeter open the door for you?	5/5	Yes	
3. Pick of the week display	5/5	Yes	
4. Top 10 Sellers display	5/5	Yes	

This Visit

100%
so far this year 85%

Widgets	Purchase		Shop ID
CA Los Angeles	Los Angeles CA 90210		201456
This Shop	YTD	Ranking	Change
94%	97%	21/799	6%

Sectional Scores		Change	Total Score

Exterior

Ambiance

Checkout

94% This shop

88% Last shop

6 Month Trending Comparison

Exterior
75% (15/20)

1. Was the exterior sign visible from 50 feet?	0/5	No	
2. Did the greeter open the door for you?	5/5	Yes	
3. Pick of the week display	5/5	Yes	
4. Top 10 Sellers display	5/5	Yes	
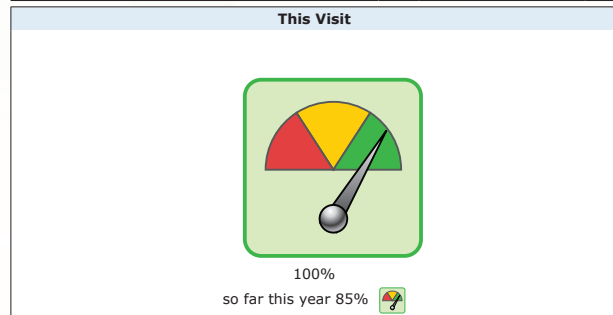
Reporting Options

Standard Reports

Our suite of over 20 standard reports has been carefully selected to meet the most common needs. Your system comes complete with a variety of reports in these categories:

- Location Reports
- Survey Reports
- Trending and Graph Reports
- Multiple Survey Reports
- Manager Reports
- Demographic Reports
- Monthly and Annual Reports
- **Universal Industry Report** – compare your performance against your competitors.

Viewing Control

- **Report Level** – You choose which reports are available to which employees.
- **Manager Level** – Restrict managers to viewing only the results for their location.
- **Question Level** – Specific questions are visible to specific managers.

Report Format

Our reports are available in a variety of formats:

- Web
- Excel
- PDF – individual report
- PDF – book of shops

Distribution Options

How you get the reports is as important as what you put in them. We offer many time-saving methods for distributing results to corporate management:

Automated Report Triggers

- **By score** – When a shop receives a score in a specified range, the shop is instantly emailed to key personnel.
- **By manager** – When a shop is published, it is instantly emailed to selected managers.

Batch Reports

- **Report library** – Build up a virtual 'library' of shop reports available to your staff.
- **Manager batch reports** – On a monthly basis, send every manager a list of links to all shops.

Survey Drill Down – *View the results for all questions on your survey in one easy to view summary.*

Exterior		
1. Was the exterior sign visible from 50 feet?	14% Yes, **86% No**	View
Did the greeter open the door for you?	84% Yes, 4% No, 12% N/A	View
Pick of the week display	85% Yes, 15 % No	View
Top 10 Sellers display	86% Yes, 14 % No	View
Ambiance		
Describe your first impression upon entering the building	84% - Impressed 4% - Excited 13% Intimidated	View
Which lighting scheme was being used?	84% - Bright 4% - Cozy 13% - Random	View
Rate the "ambiance" from 1 (poor) to 10 (excellent)	5.49	

Interested in a specific result? Click the view link.

Did the greeter open the door for you?			
Answer	Date	Location	
No	7/15/09	South Ridge Mall, Cambridge, MA	View
Yes	6/12/09	Mega-Mall, Omaha NE	View
Yes	7/12/09	Squirel Hollow, Chicago IL	View
No	6/30/09	Square Two, Boston, MA	View

You'll see a sortable list of answers to that question and a pie chart summary

Exterior 69% (11/16)			
1. Was the exterior sign visible from 50 feet?		No	
Did the greeter open the door for you?	0/5	No	
Pick of the week display	5/5	Yes	
Top 10 Sellers display	5/5	Yes	

From there, you can view the entire shop that includes that answer.

New Insights, New Reports

Deliver new perspectives to your managers with these first additions to our new reporting suite

Top 3 Avg Scorers

Rank	Location	Score
1	CA - Los Angeles	100% / 100%
2	MA - Boston	90% / 90%
3	PA - Philadelphia	90% / 90%

63.95

This Period (07/01/2008 - 10/1/2008) — Previous Period (07/01/2008 - 10/1/2008) — Company Avg (63.95%)

Top 3 Movers

Rank	Location	Score
15	CA - Los Angeles	62.33% / -
28	CA - San Diego	64% / -
57	CO - Denver	65.25% / -

This Period (07/01/2008 - 10/1/2008) — Previous Period (07/01/2008 - 10/1/2008)

Bottom 3 Avg Scorers

Rank	Location	Score
52	NY - New York	36% / 36%
53	CA - San Fran	33% / 33%
54	CA - Nandorf	31.5% / 31.5%

63.95

This Period (07/01/2008 - 10/1/2008) — Previous Period (07/01/2008 - 10/1/2008) — Company Avg (63.95%)

Bottom 3 Movers

Rank	Location	Score
34	IL - Chicago	64% / -
51	MA - Osterville	70% / -
55	ME - Bangor	70% / -

This Period (07/01/2008 - 10/1/2008) — Previous Period (07/01/2008 - 10/1/2008)

Who's Hot Who's Not

Our new **Who's Hot Who's Not** report puts a spotlight on the strongest and weakest performers in your organization. You can instantly determine the high and low "scorers" (by location, region, district etc.) and the "biggest movers" (the largest positive or negative change compared to the previous period).
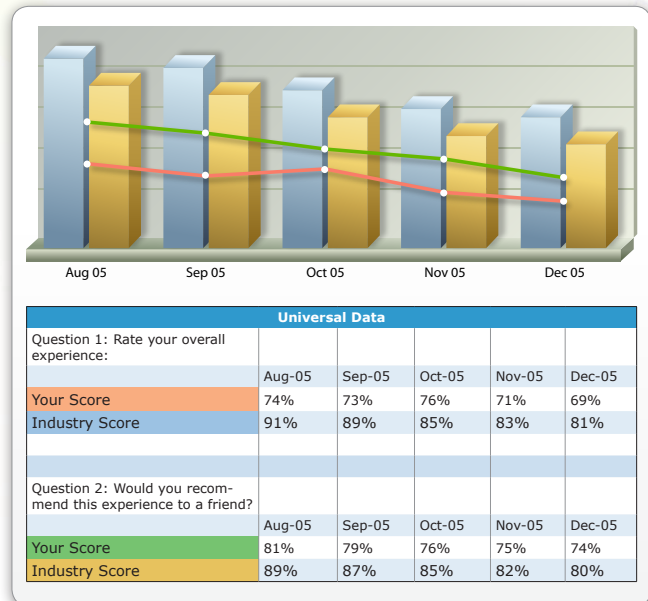
Bench Marking

"How do my results compare to other competitors in my industry?" This is the most common question we are asked once our clients begin to review their mystery shopping data. This is truly a question that only you can answer.

However, with our Bench Marking questions, we provide you with critical industry comparisons to help gage your company's performance. As a result of feedback from our clients we embed every evaluation with ten questions that measure performance in the most critical parts of the sales process.

These Questions are:

1. Setting an appointment.
2. Obtaining a phone number.
3. Inquiring about specific needs over the phone.
4. Area conveniences discussed.
5. Apartment features/benefits discussed.
6. Inquiring about specific needs on-site.
7. Apartment/model clean.
8. Overcome objections and close again.
9. Ask for deposit.
10. Willingness to lease.

Aug 05	Sep 05	Oct 05	Nov 05	Dec 05

Universal Data

Question 1: Rate your overall experience:	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05
Your Score	74%	73%	76%	71%	69%
Industry Score	91%	89%	85%	83%	81%
Question 2: Would you recommend this experience to a friend?	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05
Your Score	81%	79%	76%	75%	74%
Industry Score	89%	87%	85%	82%	80%

Unparalleled Flexibility

To keep pace with today's property management company, our system must be fast, easy to use, and above all FLEXIBLE. Our on-line reporting system provides large and small property management companies alike with the ability to customize the manner in which you view your collected data.

Your displays can be modified to meet your needs:

- Custom survey design and scoring
- Custom shop display
- Custom reports
- Company structure – define districts, regions, areas, etc.
- You can receive results in your preferred format:
  - Web Reports
  - PDF
  - Excel