**CALP ILT - Poll Questions**

**Day 1 – Course 1 – Bringing in New Residents**

1. What types of technology are you using? Check all that apply

 Lead Generation Lead Tracking

 Site iPad Leasing Call Centers

 Call Monitoring Chatbots

 ILS Interface

2. Are you using automated revenue software at your property? Check one

 Yes, for a while now

 Yes, just started

 No, but plan to soon

 No, and no plans

**Day 1 – Course 2 – Marketing and Maintaining Your Community**

1. When a product or service you typically purchase is not available when you want/need it, what do you do? Check all that apply

 Don’t buy anything

 Shop for a known brand as a substitute

 Alter my expectations to get the original product or service

 Buy an available alternative – spend more

 Buy an available alternative – spend less

2. Which types of advertising are you currently using? Choose all that apply

 Apartment publications Signage and Banners

 Newspaper Transit ads

 Direct mail Billboards

 eBrochures Visual traffic generators

 Radio/TV eMarketing

**Day 2 – Course 3 – Why Your Competition Matters**

1. What method have you yourself used to shop your competition? Check one

 “mystery” or undercover shopping

 Relationship-building shopping

 Both

 Neither

2. When shopping your competitors, which of the 5 P’s is most important? Choose one

 People Place

 Product Promotion

 Price

3. Which factors most affect your target market? Check as many as apply

 Location Social

 Physical Characteristics Price

 Unit Size/Layout Economic

 Governmental Demographic

**Day 2 – Course 4 – Relevant Laws – Modules 1 and 2**

1. Which do you get more requests for? Choose one

Accommodation

Modification

2. Have you ever had experience with a tester? Choose one

 Yes, at my property, but not me

 Yes, at my property and it was me

 No, not to my knowledge

3. Has your property defended any ADA complaints? Choose one

 Yes, for property design violations

 Yes, for website violations

 Yes, for both

 No, neither

**Day 3 – Course 4 – Relevant Laws – Modules 3 and 4**

1. How is screening accomplished at your property? Choose one

Third party company, completely automated

Third party company, partially automated, we do some

Our property management software

We do it all ourselves

2. Has your property been the victim of identity fraud? Choose one

 Yes, but we caught it before they moved in

 Yes, we caught it after they moved in

 Yes, after they moved it and we tried to collect after move-out

 No, not yet

**Day 3 – Course 5 – The Sales Process**

1. Are you texting with prospects?

 Yes, we use a third-party partner

 Yes, we use a proprietary software

 No, not yet

2. What types of tours are you using. Check all that apply

 Virtual tours with agent

 In person tours

 Self-tours

 Videotaped generic tours

 iPad tours

3. Has the use of automated revenue management software been a problem in resolving price objections? Choose one

 Yes, its very aggressive in pricing

 Yes, people don’t understand how it prices

 No, but it takes more explaining

 No, it is widespread in my market and understood

**Day 4 – Course 6 – Meeting the Needs of Residents**

1. What is your estimated NPS Score? Choose one

 50-100%

 0-50%

 (50)-0%

 (100)-(50)%

2. Are you incentivizing renewals? If so, how? Check all that apply

Concessions off rent

Reduced increase based on length of stay

Unit improvements

Personal gifts

Drawings for gift cards or raffles

Other

No, we are giving away anything

**Day 4 – Course 7 – Market Analysis**

None