**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