

# THE CHEAT SHEET



## Insite® Unclosed Traffic Surveys

Much more effective than a mystery shop, the Insite® Unclosed Traffic survey uncovers what it takes to get renters to lease.

Source: 2017 Insite® Unclosed Traffic Correlation Analysis

## WHAT SHOULD TEAMS FOCUS ON TO IMPROVE RENTAL LIKELIHOOD?

Top 5 topics with the strongest correlation to rental likelihood



### Performance rating (out of 12 topics)

Perception of value is the #1 driver for rental likelihood but it ranks at the bottom in terms of performance. Renters are looking for pristine vacant apartment homes, fully functional amenities and well kept grounds. They also want to know the person they are working is making an effort to personalize the tour based on their wants and needs-not just phoning it in.

## 3 Strategies to Close More Leases

- ✓ **What renters see online matches up in person**
  - 81% of renters researched online before making contact with the community - the tour is merely for verification.
- ✓ **Highlight value add features**
  - Show renters how living at your community saves them TIME, ENERGY and MONEY - provide a handout to supplement marketing collateral.
- ✓ **Show the actual apartment whenever possible**
  - #1 most important when touring is viewing the actual apartment - the model ranks #12 (2017 Today's Online Renter Study).