

Customer Care Cards

POTENTIAL RESIDENT

YOUR OPINION IS IMPORTANT TO US

Please fill in and mail this pre-addressed, postage-paid card.

Name of Community _____ Name of person(s) assisting you _____

Were you greeted immediately? Yes No

Was our leasing specialist knowledgeable about the apartment community?..... Yes No

Was our leasing specialist knowledgeable about the market/competitors? Yes No

Did our leasing specialist listen to your wants and needs? Yes No

Were all your questions answered to your satisfaction? Yes No

Was our staff helpful and informative? Yes No

Did you receive a phone call or thank-you card within 48 hours of your visit? ... Yes No

Would you refer a relative or friend to our community? Yes No

Overall impression of your visit Excellent Good Fair Poor

Comments or Concerns _____

What would you like to see for future apartment homes? _____

It is our policy to provide apartment homes to our customers without regard to race, sex, color, religion, racial origin, familial status or handicap. In your opinion have we conducted ourselves in a manner consistent with this policy? Yes No

THANK YOU

1. Train staff to specifically ask every potential customer to complete and return.
2. Make it simple to respond
 - A. Pre-addressed, postage-paid card
 - B. Offer an incentive to respondent (optional)
3. Ensure candid replies, uniform tracking and consistent response
 - A. Should be mailed to offsite location
 - B. Information should be used to praise individuals, correct situations and establish trends.

