

How Much Is A Customer Really Worth?

\$ _____ Cost of average phone inquiry
 _____ Average # of calls per day
 _____ % Conversion Rate
 _____ Average # of on-site presentations
 _____ % Closing Ratio
 _____ Potential # of new leases per day
 \$ _____ Average monthly rental rate
 _____ (mos.) Average length of resident occupancy
 _____ Average # of lease renewals per day
 _____ (mos.) Lease renewal term
 \$ _____ Personal income loss

FOR ONE DAY	
\$ _____	
\$ _____	
\$ _____	
\$ _____	
\$ _____	
\$ _____	
\$ _____	
\$ _____	

\$ _____

