

How Much Is A Customer Really Worth?

\$ <u>30</u>	Cost of average phone inquiry
<u>17</u>	Average # of calls per day
<u>60</u> %	Conversion Rate
<u>10</u>	Average # of on-site presentations
<u>40</u> %	Closing Ratio
<u>4</u>	Potential # of new leases per day
\$ <u>700</u>	Average monthly rental rate
<u>6</u> (mos.)	Average length of resident occupancy
<u>1</u>	Average # of lease renewals per day
<u>6</u> (mos.)	Lease renewal term
\$ <u>25</u> per lease	Personal income loss

FOR ONE DAY	
\$	<u>510</u>
\$	<u>16,800</u>
\$	<u>4,200</u>
\$	<u>125</u>
\$	21,635

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