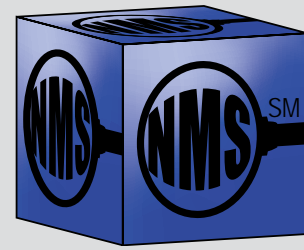


Net Mystery ShopperSM

The Training Tool to Measure Your Team's Performance



Net Mystery ShopperSM

What It Does

- Provides a quality assurance process on your marketing campaigns.
- Measures the accuracy of your information provided to your customers.
- Determines what critical information may be missing in the sales process.
- We shop your competitors to show how your property compares.

What It Does For Me

- Allows you to focus on where to direct your marketing efforts.
- Gives you the justification reassurance that your marketing campaign is accurate and effective
- Gives you specific areas to focus on – marketing, training and branding.

One simple decision - Shall we shop your competitors before or after your property?



40% of apartment industry emails go unanswered... is your onsite team responding to their Internet leads?

How can you benefit by using Ellipse's Net Mystery ShopperSM Program? This unique program ensures website content and marketing campaigns are current. Net Mystery ShopperSM will contact your community in the role of a prospective resident. The performance reports measure the timeliness of the response and its content. Maximize your returns and ensure that your teams are using the tools provided and designed to promote your Internet presence and marketing campaign.

The benefits of Net Mystery ShopperSM are:

Accuracy. Gain a unique opportunity to review and ensure that marketing messages and information are current and up-to-date.

Effectiveness. Measure response times and evaluate the efficiency and effectiveness of the leasing associates' responses.

Satisfaction. Continually measuring the effectiveness of the website activities promotes associate usage of the tools accessible to them.. In addition, these surveys are a method by which Ellipse can measure the success of your Internet marketing campaign.

Minutes. On average, many properties return inquiries within 3 hours, which may sound good. Not when you consider how many other properties your prospect can email in 3 hours. Improve response times to capture leases by simply measuring your leasing teams' responsiveness.



Measure and increase return on investment of online marketing and website presence

Net Mystery ShopperSM

Technically Speaking:

Net Mystery ShopperSM helps your executive team recognize your portfolio's strengths and weaknesses in dealing with Internet leads. We provide management companies with multifamily specific, Internet-based mystery shopping. Our nationally approved set of criteria is a measuring tool which reveals how onsite teams are making use of the marketing features contained in their property websites. Managers receive critical, valuable information evaluating leasing agents' ability to convert a website inquiry into a resident.

MANAGEMENT CHALLENGE

A lot of time, effort and money have been spent to develop your online marketing plan, because you know that the web is where today's renters are shopping. Activity reports are showing online traffic, but you're not sure if your leasing teams are converting these leads into leases. How do you find out what's happening to online leads? Is your money being wisely spent? Are leasing consultants actively pursuing online prospects? And, if there is a problem, what do you do to improve your leasing teams' performance?

YOUR SOLUTION

Net Mystery ShopperSM is an important online lead evaluation and training tool for your leasing teams. Research shows that a disappointing 40% of the time leasing agents don't follow up on Internet leads.

This powerful tool uses several different reporting methods to identify your leasing teams' strengths and weaknesses and pinpoint performance issues for you. Your website is reviewed for overall appearance, depth of content, corporate or community branding, use of logos and photography and consistency of marketing message. The property is then contacted through the website with a request for apartment availability and subsequent response time and type of response are noted. A wide-network of trained shoppers are scheduled carefully in order to avoid repetition. This allows your community, leasing consultant and follow up to be judged realistically.

We will even shop your competitors to show how you match up and can formulate recommendations for training to improve leasing performance. After the shop is completed a variety of reports are available for you online with results displayed in an easy-to-digest format. The reports include exact shopper questions so you can evaluate specific performance, or reports can be customized to provide you with the data you require to keep your consultants on track.

Management receives these types of reports detailing results and criteria, but all are customizable:

- **Company Reports for Website Shops:** Snapshot, Benchmark and Overall Comparison
- **Property Reports for ILS and Website Shops:** Complete Report Summary, Snapshot, Marketing Audit Summary, Property Scorecard and Detailed Shop Scorecard
- **Phone Shop Reports:** Scorecards, After Hours Summary and Phone Comments

The screenshot shows a report form with two sections. The first section, titled 'POINTS EARNED', lists criteria such as 'Does the site have a search option?' and 'Does the site have a contact form?'. The second section, also titled 'POINTS EARNED', lists criteria like 'Addressed inquiry by name?' and 'Leasing agent made 3 or more calls?'. A 'RESPONSE TO DATE' table is visible, showing 'NO SHOWS' and 'CUSTOM E-MAIL' with a count of '1-2 business days'. There are also fields for 'RESPONSE TO DATE', 'EMAIL WEBSITE LISTED', and a 'CLICK HERE TO VIEW' link.

Get a clear indication of how well onsite personnel are making use of the content on your website

The screenshot shows a 'NetMysteryShopper Corporate Benchmark' report for 'MANAGEMENT COMPANY: Sample Management'. It includes a 'FROM' dropdown set to 'January' and a 'DATE RANGE' field. A 'Response' button is visible. The main data is presented in a table with columns for 'RES', 'Avg Message Content Score', 'Avg Resp Score', and 'RESPONSE METHOD' (No Resp, By Email, By Phone, By Other METHOD). The 'RESPONSE' column is further divided into 'IN 0-3 hrs', 'IN 3-4 hrs', and 'IN 4-24 hrs'. A 'CLICK HERE TO PRINT THIS PAGE' link and a 'NOTE: Set your printer to landscape mode to view correctly.' are at the bottom.

RES	Avg Message Content Score	Avg Resp Score	RESPONSE METHOD				RESPONSE		
			No Resp	By Email	By Phone	By Other METHOD	IN 0-3 hrs	IN 3-4 hrs	IN 4-24 hrs
100%	100%	100%	100%	100%	100%	100%	100%	100%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	
100%	100%	100%	100%	100%	100%	100%	100%	100%	

Determines what critical information may be missing in the sales process