

Jump start audit & recommendations for under performing assets, reposition projects, new acquisitions, or stalled lease-ups. You may be doing all the right things, but a neutral eye is often just what's needed to accelerate your leasing success.



### SWOT

Build on what you do well and address what you are lacking. Peel back the layers to minimize risks and take advantage of chances for success.



### MARKET CONDITIONS

Stay on top of optimizing your rents and occupancies with an in-depth assessment of trends and market impact in your neighborhood.



### CRIME WATCH

Reporting trend changes and classification of crimes associated within the areas of your assets.



### FORECASTING

Understand how your assets stack up to the rest of the market in vacancies and rent growth for future conditions.



### RETENTION

Observations of lease expirations and vacancy explanations. How does your assets' turnover rates affect financial goals?



### MARKETING

Dial into precisely what kind of message your marketing efforts are sending to prospective residents across digital platforms.



### DIGITAL EXPERIENCE

Understand your prospects' digital journey by defining areas of improvement and inconsistency among digital assets including website, and advertising sources.



### COMPETITORS

See what your prospects are experiencing when comparing options in the marketplace. Find out how you can differentiate to convert the leads.

## GOALS & OBJECTIVES

Competitively position your assets by defining areas of improvement and inconsistency. Provide assessment of market conditions, audit current marketing strategies and outline recommendations to stakeholders. The assessed needs are documented in an easy to understand report with tangible data for review.