

Not your average shop report! We measure the Friction Factor in the prospect experience from your online presence to your human hand off, and virtual leasing experience. Leasing and marketing are reliant on each other. If there's a breakdown or friction in one, peak performance can not be attained by the other.



Digital Curb Appeal:

- Google Search Engine Results
- Google My Business Evaluation
- ILS Consistency
- Community Website



Prospective Resident Evaluation:

- First Contact
- Virtual Tour
- Fair Housing
- Follow Up



Complete Report:

- Individual Evaluation Friction Factor
- Overall Friction Factor Score
- Top Recommendations for Movement

GOALS & OBJECTIVES

You invest a great deal in your website, conversion tools and ads that impact the prospect journey and your leasing agent's ability to convert leads. Our STRIDE report is a one-of-a-kind measurement of your leasing experience from the prospect lens. Is it smooth sailing? or friction filled? Before you invest in additional tools, allow us to evaluate your current process, and make recommendations