

Report Run By: Joey Bushey
Report Run Date: Monday, August 31, 2009
Report Period: 8/1/2009 - 8/31/2009
Property Name: 220 Twentieth Street

Property Conversion by Sales Action Report - NEW

What this report shows?

This report helps in understanding the prospect management process through a series of 'leasing steps' and the conversion rate from each step to the next

Any Specifics To This Data?

This is a 'event generation' report and as such any event that occurs within the selected time frame will be tallied. This means that Total Appointments, Total Walk-ins, Total Visits, and Total Leases are NOT a subset of Total Leads. It is therefore possible to have conversion rates (in silver) which are greater than 100%

What's The Difference Between Walk-In, Visit, and Tour?

Walk-ins are any leads that are of type 'walk-in' or have had a walk-in event recorded on the prospect regardless of whether or not they actually 'toured' the property. 'Visits' are any leads that have had a walk-in or a tour, this number will not count the same lead multiple times if they have both toured and have walked-in

What Are My Next Steps?

Reviewing this report should give insight into prospect fall-off or success at different steps of the leasing process

Property Name	Total Leads	Total Appointments	Total Walk-ins	Total Visits	Total Leases	Lead To Appointment %	Lead To Visit %	Visit To Lease %	Lead To Lease %
220 Twentieth Street	387	39	63	94	16	10.1 %	24.3 %	17.0 %	4.1 %