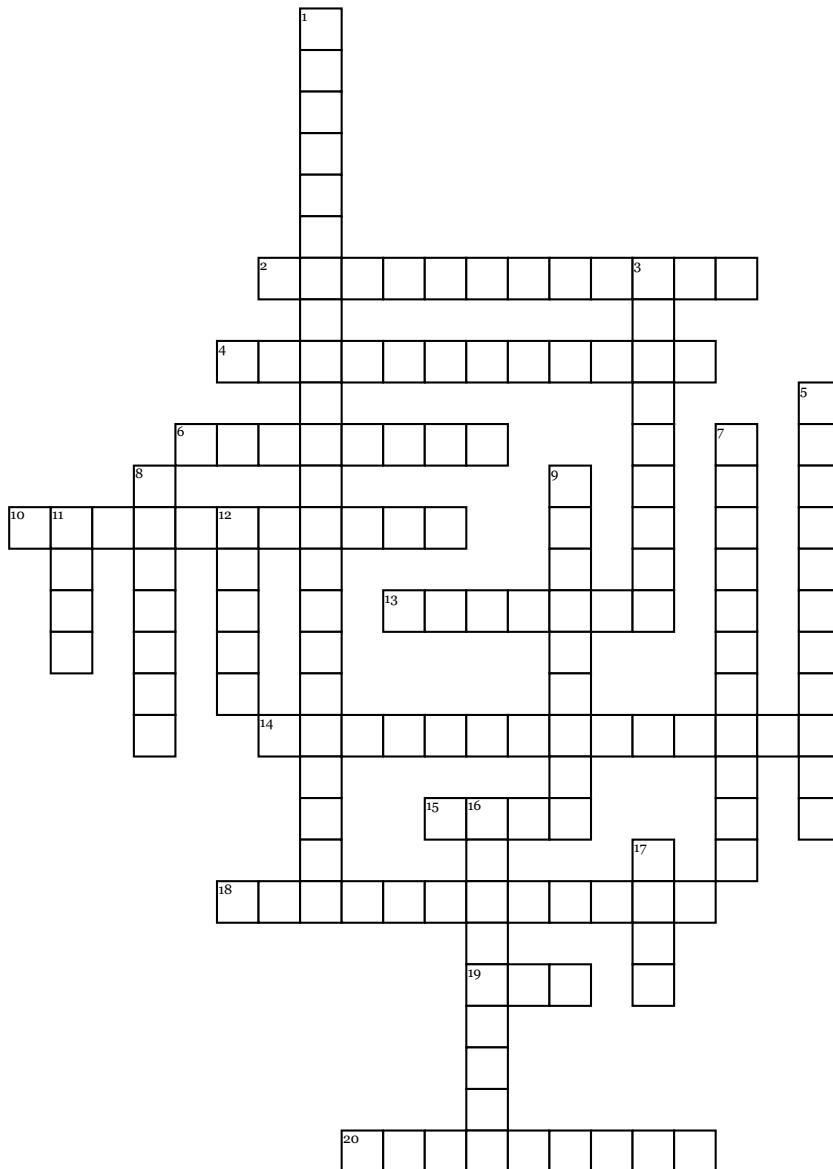


QA DEFINITIONS



Across

- 2.** A prospect who has contacted the property before
4. Mentioned on each lead call when discussing pricing and availability.
6. Call specific is apartment number
10. The leasing professional should offer this on each call unless the interface states soft close
13. The leasing professional takes advantage of time based leasing specials and promotions
14. The leasing professional offers direction to the property, encourages the caller to review the website, incorporates the name of the community in the call
15. Anyone who expresses interest in an apartment but has yet to sign

- 18.** When a manager or maintenance technician call to add or change something on the interface
19. Location, Severity, Duration
20. The community does not want leasing professional to set up a tour for the caller directly

Down

- 1.** On a maintenance call, the leasing professional uses words or phrases that validate the caller or convey a sincere understanding of the caller's experience
3. The status of a work order if we are to contact maintenance
5. Any call regarding something that is in need of repair in the apartment or on the property grounds.

- 7.** Any statement that is made without direct substantiation from the information provided on the interface
8. Basic expectation that requires you to always gather name, phone and email
9. Any call that has ended Before you are able to answer.
11. Interaction received when the leasing professional makes no attempt to build value for the property
12. Accurate, concise, and comprehensible with correct spelling.
16. Interaction received when the leasing professional uses professional language throughout the call, in a way that conveys respect and appreciate for the caller
17. There are this many disqualifying behaviors