



| Mystery Shop Types

Choose from a variety of shops to customize your program.

Grace Hill has the solutions you need to evaluate your team's leasing performance. By getting feedback from real-world customers, you can identify areas where your team excels and areas where they need improvement. Our mystery shopping programs include internet, phone, onsite, virtual, and self-guided shopper evaluations — capturing comprehensive and accurate feedback on your leasing experience.



Internet



Phone



Onsite



Virtual



Self-Guided



Internet

Assess Lead to Tour

Evaluate your prospect's online shopping experience to be sure it is an easy journey from internet search to leasing agent. During an internet shop, a mystery shopper will submit an inquiry through your website or approved Internet Listing Service (ILS) to evaluate the prospect's experience in those channels. The shopper will then assess your team's initial email follow-up to the inquiry by evaluating their response time, grammar, and salesmanship.



Phone

Assess Lead to Tour

Evaluate and improve customer service one phone call at a time! This popular shop type involves having a shopper place a call to your office and evaluate your team's professional leasing skills over the phone. The shop may be recorded or non-recorded, depending on your preference.



Onsite

Assess Tour to Lease

Get a clear picture of your staff's friendliness, professionalism, and accuracy of the information shared during daily interactions with an onsite shop. With an onsite shop, a shopper will pose as a customer and evaluate your team's leasing, follow-up, Fair Housing compliance, and curb appeal. The shop may be audio or video recorded or non-recorded.



Virtual

Assess Tour to Lease

Rest assured that your prospect's online leasing experience is as positive and friendly as an in-person visit with virtual shops. Virtual mystery shops are similar to onsite, but they are conducted via video chat, web conferencing, and phone. The shopper will evaluate your team's leasing, visual demonstration, Fair Housing compliance, and follow-up. The shop may be audio or video recorded or non-recorded.



Self-Guided

Assess Tour to Lease

Have you ever wondered if your self-guided tours are the effective and positive experience you designed them to be? Evaluate your self-guided tour option with a mystery shop! Our shopper will schedule an appointment online or with a phone call and then evaluate your team's leasing efforts, as well as their self-touring onsite experience.

No matter what methods you choose, mystery shop evaluations are a valuable tool for improving your leasing team's performance.

Talk to a Grace Hill mystery shopping expert today to get started!