

The Performance Alignment Audit

Find what is actually breaking before spending another dollar on marketing.

IF YOU ARE HERE, SOMETHING IS NOT ADDING UP

Leasing has softened, or it has never quite hit where it should. The marketing looks like it is running. Campaigns are live, the ILS is paid up, the team is busy. But performance does not reflect the activity, and when leadership asks why, nobody has a clean answer.

That is not a campaign problem. It is usually a clarity problem, and it almost always starts somewhere upstream of the numbers. This audit is designed to find exactly where.

THIS IS FOR YOU IF

Your portfolio has grown faster than your marketing infrastructure. Leasing is inconsistent across properties and no one owns why. You have added vendors, updated campaigns and refreshed creative, and the needle has not moved. You know something is broken. You have not been able to put your finger on exactly where.

YOU WALK AWAY WITH

- A branded report your team can act on immediately, showing how your marketing actually presents
- An honest benchmark against your direct competitors
- A prospect-eye view of your leasing process
- Priorities. Not a list of everything, but what actually matters first
- A sixty-minute leadership debrief, plus a thirty-day follow-up to assess early traction

WHAT IS INCLUDED

BRAND & CHANNEL ALIGNMENT REVIEW

Website, ILS presence, social, email and leasing collateral evaluated for clarity, consistency and positioning strength.

LEASING MATERIALS & CONVERSION ASSETS

Decks, brochures, follow-up communication and tour structure assessed for persuasive power, not just completeness. Most leasing materials exist. Few of them sell.

PROSPECT EXPERIENCE MYSTERY SHOP

Inquiry response, communication tone and leasing flow reviewed from a renter's perspective. What a prospect actually experiences is rarely what leadership assumes.

COMPETITIVE LANDSCAPE SNAPSHOT

Two to three direct competitors analyzed for positioning, differentiation and incentive strategy. Not to copy them, but to see exactly what is being left on the table.

PERFORMANCE FRICTION MAPPING

Disconnects identified between brand promise, on-site execution and leasing outcomes. This is where the real diagnosis lives.

Every figure is traceable. Findings carry a reference to an evidence ledger recording the exact file, tab, column and reproduction steps behind them. Nothing appears that cannot be reproduced from a named source. Where a number cannot be sourced, it is cut and the gap is disclosed.

PRIORITIZED ACTION PLAN

IMMEDIATE

Quick wins and critical fixes that can move the needle now.

30 DAYS

Structural changes that require coordination but should not wait.

60 DAYS +

Longer-horizon priorities that build sustainable performance.