

Competitive Mystery Shop Survey

Confirm Basic Community Information

Distance From Community: Many times sales people begin to expand who they feel are the competitors regardless of basic factors that would exclude certain competitors. It is important to allow the sales people to decide who the list of competitors are so you can confirm whether they should be included at all.

- 1 to 5 miles
- 6 to 10 miles
- 11 to 15 miles
- 16 + miles

Care levels: In many cases competitors come up with different and proprietary ways to brand their care Levels to set themselves apart from the competition. It is important for your sales people to know what the customers have learned so they know how to position your services appropriately.

- MC
- IL
- AL
- SN
- Other
- Explain:

Occupancy: Often occupancy numbers are loosely shared and misrepresented, especially among peers. It is important to get accurate occupancy numbers for planning and progress updates to be accurate.

- # Units
- # Beds

Management Company: Knowing the current management company can be helpful as you try to understand how the company has strategically handled past competitive situations.

Owner: Ownership situations can have an important impact on how a community deals with issues like capital investment, operations and marketing.

Website: In today's environment it is vitally important to be competitive from a web



perspective since up to 63% of all leads now are generated via local web traffic.

Age of Community: Consumers are sensitive to the age and condition of the physical plant and it makes sense to be aware of exactly how your communities compare.

Sales Director: a quality sales director can be a huge determining success factor. It is important to know what your up against and in some cases who might be available for hire in the future.

Date most resent renovation > \$500K: Renovations are stressful on the residents and can make a difference for rates and customer perceptions.

Fee Structure (Rental vs. Buy In): Fee structures can be widely different and it is important to understand what the competition is doing.

Target Segment (Luxury, Moderate, Affordable): It important to understand who the competition is targeting. In some cases, your sales people might be under the illusion that they are competing with a community that is not actually a direct competitor for your target market.

Luxury
Moderate
Affordable

Date of most recent rate increase?: It is important to understand how and when the competition raises the rent.

% Most recent rate increase

Rental Rates for each Apartment type of apartment and each level of care: This is an area where there is great disparity between properties. Even though you may not want to focus the customer on the price per square foot and the rental rates, you may be leaving money on the table if you do not stay up to date on this information.

Unit type and Level of Care
Square Feet
High End \$
Low End\$
Price per Square Foot
Average Rental Rate

Special Deals or Incentives Offered? It is important to understand how the competitor's sales people react when confronted with a real customer who may walk based on cost. This kind of information is very difficult and sometimes illegal to get without mystery shopping.

Special Deal or Incentives Available on which Units?

Detailed explanation of any Special Deals or Incentives offered.

Monthly Care Charges AL: Monthly care charges are misunderstood by many customers and getting this right can be a differentiation for your company. A great place to start is to understand what the competition is doing first.

Monthly Charges Start at: (Specify Dollar Amount)
Highest level Of Monthly Charges (Specify Dollar Amount)

Monthly Care Charges MC

Monthly Charges Start at: (Specify Dollar Amount)
Highest level Of Monthly Charges (Specify Dollar Amount)

Qualitative Summary

Key Differentiator: What is it that sets this community apart from other competitors? (Ask Sales person to narrow it down to no more than two, mark where appropriate and explain below)

Suggestions

Pool
Dinning Services
Activities and Programming
Care
Staff
NA

Explain in detail why you marked answers above.

Strengths: Ask: What would you say is your strongest attribute? (Examples: Reputation, Location, Physical Plant, Staff, 24/7 Nursing)

Weaknesses: Ask: What would you say is your weakest attribute? (Example: Reputation, Location, Physical Plant, Staff)

Wrap Up

