

LEASING COMPETITIVE SCORECARD

Little Rock + Rogers/Bentonville

Purpose

Compare expected BOS automation performance against typical apartment community operating performance in each market.

Scoring Legend

- Market Median: typical community performance band
- Top Quartile: strong professional operator benchmark
- **BOS Target: planned automated operating target**

KPI 1: Lead Response Time

Little Rock

- Market Median: 1–8 hours
- Top Quartile: 15–45 minutes
- **BOS Target: <10 minutes**
- **Relative Position: Top-tier**

Rogers/Bentonville

- Market Median: 30 minutes–4 hours
- Top Quartile: 10–30 minutes
- **BOS Target: <7 minutes**
- **Relative Position: Top-tier / potential top-decile**

KPI 2: Lead-to-Tour Conversion

Little Rock

- Market Median: 20%–30%
- Top Quartile: 30%–38%
- **BOS Target: >35%**
- **Relative Position: Top quartile**

Rogers/Bentonville

- Market Median: 24%–34%
- Top Quartile: 35%–42%
- **BOS Target: >40%**
- **Relative Position: Top quartile / top-tier**

KPI 3: Tour-to-Application Conversion

Little Rock

- Market Median: 25%–35%
- Top Quartile: 35%–42%
- **BOS Target: >40%**
- **Relative Position: Top quartile**

Rogers/Bentonville

- Market Median: 28%–38%
- Top Quartile: 40%–47%
- **BOS Target: >45%**
- **Relative Position: Top quartile / top-tier**

KPI 4: Approval-to-Signed Lease

Little Rock

- Market Median: 50%–62%

- Top Quartile: 63%–72%
- **BOS Target: >70%**
- **Relative Position: Top quartile**

Rogers/Bentonville

- Market Median: 55%–66%
- Top Quartile: 68%–76%
- **BOS Target: >75%**
- **Relative Position: Top-tier**

KPI 5: No-Show Recovery (48 Hours)

Little Rock

- Market Median: 5%–12%
- Top Quartile: 15%–22%
- **BOS Target: >25%**
- **Relative Position: Top-tier**

Rogers/Bentonville

- Market Median: 6%–14%
- Top Quartile: 16%–25%
- **BOS Target: >30%**
- **Relative Position: Top-tier / top-decile**

KPI 6: Occupancy Velocity (Vacancy-Day Control)

Little Rock

- Market Median: moderate, reactive
- Top Quartile: proactive weekly control
- **BOS Target: daily command-panel control + weekly optimization**
- **Relative Position: Top-tier operating discipline**

Rogers/Bentonville

- Market Median: faster market, variable controls
- Top Quartile: structured pipeline control
- **BOS Target: high-velocity leasing with AI + escalation workflow**
- **Relative Position: Top-tier operating discipline**

Executive Summary

If implemented with full process discipline, the BOS leasing automation model is expected to outperform market median in both cities and operate at top-quartile to top-tier levels across core leasing funnel KPIs.

Confidence Factors

- 24/7 AI response and follow-up
- Exception-based human intervention model
- Daily KPI command panel oversight
- Market-specific benchmark targets and escalation rules

Notes

These bands are practical operating benchmarks for planning and management use. Final performance depends on asset quality, pricing strategy, supply pressure, and team execution discipline.