

ONE-PAGE LEASING PERFORMANCE ACTION PLAN

Turtle Creek | 30-Day Performance Improvement Plan

Current Funnel Snapshot (2/25–3/26)

- Leads: 234
- Prospects: 101 (43% lead-to-prospect)
- Tours: 38 (38% prospect-to-tour)
- Leases: 10 (26% tour-to-lease)
- Lead-to-lease overall: 4.3%

Executive Diagnosis

- Tour-to-lease conversion is healthy and within lease-up benchmark range.
- Primary leakage is pre-tour conversion (prospect-to-tour and lead-to-tour).
- Availability mismatch is reducing conversion velocity (higher demand for smaller plans vs larger-plan availability).

Top 5 Actions (Next 30 Days)

1) Tour Velocity Program

- 24-hour tour SLA for qualified leads
- 5-minute text + 30-minute call follow-up sequence
- Add self-guided and virtual tour options

2) Inventory-to-Demand Alignment

- Floor-plan-specific campaigns for larger units
- Reframe 2BR/3BR value: roommate split, WFH flexibility, space value
- Avoid blanket specials; target overstocked plans only

3) Non-Conversion Retargeting

- Segment no-lease prospects into: Timing, Price, Still Shopping
- Deploy scripted 14-day follow-up by segment

4) Competitive Offer Response

- Weekly top-5 comp special tracker
- Match selectively where needed (not portfolio-wide)

5) Operational Accountability

- Reason-code every no-tour and no-lease outcome
- Weekly funnel review with corrective actions by stage

30-Day KPI Targets

- Prospect-to-tour: 38% -> 50%
- Tours per month: 38 -> 50+
- Maintain tour-to-lease: 25–30%
- Leases per month: 10 -> 13–15

Owner Matrix

- Leasing Lead: _____
- Marketing/Traffic Lead: _____
- Onsite Follow-Up Lead: _____
- Revenue/Offer Lead: _____

Weekly Cadence

- Monday: funnel priorities + offer positioning
- Wednesday: midweek conversion audit
- Friday: KPI scorecard + next-week commitments

Executive Outcome Target

Increase lease volume by improving pre-tour conversion and matching inventory strategy to demand behavior while protecting pricing discipline.