

## 2. Why should I choose Compass?

Further down this webpage you'll find a list of what we do. But what makes us different? If you are shopping around, ask our competition if they can:

- Answer **every** incoming leasing call live
- Advertise on **30+** webpages daily
  - Leasing **agents** on staff with a **full time support** staff.
- **Showings** days and evenings, six days a week.
- Asking price is everything – every day your rental is incorrectly priced can mean a lost week of income. There is no better resource than the prospective renters themselves. Cumulatively our agents **meet numerous prospective tenants every day** and know immediately if the location and quality of a vacancy are accurately represented by its asking price.
- Real time feedback, using **metrics**. If you need to check oil in your car, you pull the dipstick. It's the same for knowing how your vacancy is doing. But not all property managers have a dip stick. We do!
  - We **track** in a **one of a kind** database:
  - Every incoming **call**
  - Every **appointment**
  - Every **application**
  - The weekly level of **local rental listings**
  - With this we have **factual data** (not a feeling or a hunch) on:
    - the average # of **calls per vacant unit**
    - the percentage of **calls that turn into appointments**
    - the percentage of **appointments turn into applications**
    - the percentage of **applications that are approved**.
  - When it's time to 'pull the dipstick' we can **compare** our tracked averages to **real time specific data on your vacancy** to see how it's performing compared to other rentals in the market.
- Application fees are not a profit center: we use **every penny** making sure your new tenant is solid. We have the capabilities to a nationwide check on a applicant.
- We're big enough to get **great rates** on maintenance: fast turnaround on emergencies saves property damage...
- ...yet small enough to let you know **major events** at your rental such as move-ins, move-outs, evictions, etc. Don't find out when the monthly check shows up short. That is the number one complaint of owners who moved to Compass from other local managers.

- Multiple property **leaders** so your residents get the **attention** they deserve
- We accept **credit cards!** This can really help a tenant in a pinch.
- We have a **physical presence** in the community. Prospective tenants have an office to visit to review vacancies and fill out applications. Current tenants have somewhere to pay their rent and get a receipt (you'd be surprised how many prospective renters appreciate this).
- We work **daily** with all the local assistance agencies for both new and existing tenants. Our assistant property managers are on a **first name basis** with many of the caseworkers.
- Compass has a total of 55+ cumulative **years** of experience.