

Apartment market survey

One form per property, your own included. Record only what any renter could see online or be told.

Date

Surveyed by

For each statement, tick one box from 1 (very poor) to 5 (excellent).

1 Property name and address

2 Lowest advertised rent and square feet: one-bedroom and two-bedroom

3 Which special is advertised right now?

☐ None ☐ Up to 4 weeks free ☐ Over 4 weeks free ☐ Money off rent ☐ Fees or deposit cut

4 Special terms: amount, floor plans, lease length, end date

5 Required monthly fees and amounts (trash, amenity, tech, parking)

6 How many units are listed as available on the website today?

☐ None ☐ 1 to 5 ☐ 6 to 15 ☐ 16 or more ☐ Not shown

STATEMENT	VERY POOR					EXCELLENT				
7 Curb appeal: grounds, entrance and parking areas	1	2	3	4	5					
8 Condition of the shared amenities you saw	1	2	3	4	5					
9 Finishes in the model or listing photos: kitchen, floors and bathrooms	1	2	3	4	5					

Optional questions (1 of 4)

Add any of these to the core questions. Keep the numbering running on from page one.

Every floor plan and lease term

10 Studio: lowest advertised rent and its square feet

11 Three-bedroom: lowest advertised rent and its square feet

12 Premiums listed for a view, top floor, renovated unit or garage

13 Which lease lengths can a renter choose? (tick all that apply)

☐ Under 6 months ☐ 6 to 9 months ☐ 12 months ☐ 13 to 18 months ☐ Over 18 months

14 How much more a month is the shortest lease than a 12-month lease?

☐ Same price ☐ Under \$100 more ☐ \$100 to \$250 more ☐ Over \$250 more ☐ Not quoted

Move-in costs and fees

15 Application fee per adult

☐ None ☐ Under \$50 ☐ \$50 to \$99 ☐ \$100 or more ☐ Not shown

16 Security deposit for a one-bedroom

☐ None or a deposit alternative ☐ Under \$500 ☐ \$500 to one month of rent ☐ More than one month
☐ Not shown

17 One-time admin or move-in fee

☐ None ☐ Under \$200 ☐ \$200 to \$399 ☐ \$400 or more ☐ Not shown

Optional questions (2 of 4)

Add any of these to the core questions. Keep the numbering running on from page one.

Move-in costs and fees (continued)

18 Pet costs: deposit, one-time fee, monthly pet rent and breed or weight limits

19 Which utilities are included in the rent? (tick all that apply)

- ☐ Water and sewer ☐ Trash ☐ Gas ☐ Electric ☐ Internet ☐ None

The building and its amenities

20 When was the property built or last fully renovated?

- ☐ Before 1990 ☐ 1990 to 2009 ☐ 2010 to 2019 ☐ 2020 or later ☐ Not sure

21 Which unit features are included? (tick all that apply)

- ☐ Washer and dryer in unit ☐ Dishwasher ☐ Balcony or patio ☐ Walk-in closet
☐ Smart lock or thermostat ☐ Central air

22 Which community amenities are there? (tick all that apply)

- ☐ Pool ☐ Fitness center ☐ Dog park or pet wash ☐ Package lockers ☐ Coworking space
☐ EV charging ☐ Gated access

23 Parking for one car

- ☐ Included ☐ Paid, open lot ☐ Paid, covered or garage ☐ Street only ☐ Not shown

24 Which services are offered? (tick all that apply)

- ☐ Online rent payment ☐ Online maintenance requests ☐ Self-guided tours ☐ Resident events
☐ Valet trash

Optional questions (3 of 4)

Add any of these to the core questions. Keep the numbering running on from page one.

The leasing experience

25 How fast did the leasing office reply to an inquiry?

☐ Within an hour ☐ Same day ☐ Next day ☐ Two days or more ☐ No reply

26 Which tour options are offered? (tick all that apply)

☐ In person with an agent ☐ Self-guided ☐ Live video ☐ Recorded video ☐ None offered

STATEMENT	VERY POOR				EXCELLENT
27 How clearly pricing and specials were explained	1	2	3	4	5
28 Cleanliness of the leasing office and tour route	1	2	3	4	5
29 Was there a follow-up after the inquiry or tour?					
☐ Within 24 hours ☐ Within a week ☐ No follow-up					

How each comp sells itself

STATEMENT	VERY POOR				EXCELLENT
30 Website and listings: photos, floor plans and prices easy to find	1	2	3	4	5
31 Google review rating					
☐ Below 3.0 ☐ 3.0 to 3.4 ☐ 3.5 to 3.9 ☐ 4.0 to 4.4 ☐ 4.5 or higher					
32 Where is the property advertised? (tick all that apply)					
☐ Own website ☐ Apartments.com ☐ Zillow ☐ Facebook ☐ Signs or banners on site					
☐ Other listing sites					

33 What do their ads lead with: price, a special, a feature or the location?

Optional questions (4 of 4)

Add any of these to the core questions. Keep the numbering running on from page one.

How each comp sells itself (continued)

34 What do recent reviews praise or complain about most?

35 What does this property offer that we do not?

One form per property. Keep each round of forms together.

poll-maker.com/cp-apartment-market