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&
The New Home Sales Specialists™

Weekly Franchise Review Form & Appearance Checklist

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WEEKLY FRANCHISE REVIEW

Insert Logo

Date/Time: _____ Location: _____

Franchise Representative: _____ Manager: _____

1. Franchise Appearance Checklist

2. Franchise Weekly Traffic, Sales & Activities Report

3. Franchise Activity Checklist

4. Goals

Conversion rate Mortgage Capture Cancellation Rate/Recovery

5. Training Objectives


Objections Closing USP Strength/Weakness Role Play Other

6. Other Business

Representative & Manager Signature

Representative: _____

Manager: _____

 Franchise Appearance Checklist		
Community/Location:	Date & Time:	
Community Manager:	Sales Manager:	
	Appearance Rank On A Scale of 1 to 5 (5 being the highest - best)	Changes/Corrections/Action Needed (Be Specific)
A: Offsite Signage, Streets & Landscaping:		
1 Informational Signage - Position of Signs		
2 Temporary Directional Signs (boot legs)		
3 Community Advertising/Signs or Billboards		
4 Directional Signs to Sales Center/Model		
5 Streets Clean & Free of Debris		
6 Landscaping Around Signs & Billboards		
B: Entry Appearance		
1 Entry Flags & Signage (faded or torn)		
2 Entry Monuments		
3 Entry landscaping (mowing, edging, weeding of flower beds)		
4 Entry Lighting		
5 Directions to Model Center (arrows pointing in the right direction)		
6 Separate Entrance for Construction Trucks		
7 Community Amenities Clearly Marked		
8 Homesites Clean & Marked with Signage (free of construction debris)		
9 Common Areas & Open Spaces Maintained		

		Appearance Rank On A Scale of 1 to 5 (5 being the highest - best)	Changes/Corrections/Action Needed (Be Specific)
C:	Sales Center/Model Home Entrance:		
1	Parking & Model Home Lighting		
2	Parking Area		
3	Sidewalks		
4	Fencing		
D:	Sales Center/Model Home Exterior:		
1	Exterior Lighting		
2	Signage (Something to Get Customers to Stop)		
3	Exterior Free of: (wasps, bee nests, webs, ant hills, bird nests, etc.)		
4	Awnings and Flags (clean & non-tattered)		
5	Sufficient Guttering Around Home		
6	Entry Door & Hardware (clean & no squeaks)		
7	Hours of Operation Visible		
8	Paint		
9	Porch Clean & Neat		
10	Decks & Patios		
11	Sidewalks Clean & Clear		
12	Steps Clean & Clear		
13	Brochure Holder (if applicable)		
14	Welcome Mat in Place & Clean		
E:	Landscaping:		
1	Enhances Area		
2	Drainage		
3	Sprinkler Coverage Working Properly (test monthly)		
4	Flower Beds (weeded & mulched)		
5	Potted Plants		
6	Shrubbery (trimmed & manicured)		
7	Water Drainage (during a good rain)		
8	Sprinklers, Hoses, Snow Shovels & Salt/Sand (as needed)		

		Appearance Rank On A Scale of 1 to 5 (5 being the highest - best)	Changes/Corrections/Action Needed (Be Specific)
H:	Sales Office Maintenance Kit:		
1	Vacuum		
2	Broom with Dustpan		
3	Carpet Spot Cleaner		
4	Wet Jet Sweeper for Tile & Wood Floors		
5	Paper Towels		
6	Windex		
7	HVAC in Working Order		
8	Air Freshener		
9	Light Bulbs		
10	Toilet Paper		
11	Security System & Accessible Key Pad(s)		
12	Trash Bags		
13	Hand Soap		
14	WD-40		
I:	Sales Materials:		
1	Registration Cards/Guest Surveys		
2	Current Advertising Display		
3	Bulletin Boards		
4	Brochures		
5	Floor Designs		
6	Business Cards		
7	Contracts & Addendums		
8	CIP Forms		
9	Paper & Pens		
10	Calculator		

		Appearance Rank On A Scale of 1 to 5 (5 being the highest - best)	Changes/Corrections/Action Needed (Be Specific)
J:	Copy Machine/Computer:		
1	Paper		
2	Toner		
3	Other General Office Supplies		
K:	Model Home Interior:		
	HVAC & Hot Water Heater Closets Clean & Free of Insulation &		
1	Trash		
2	Doors Removed/Hung/Open/Closed for Optimum Exposure		
3	Model Home Cleaned Every Week		
4	Furniture Positioned To Optimize Rooms		
5	Furniture Positioned To Control Traffic Flow		
6	Accessories Reflect Customers' Preferences		
7	Light Bulbs in Supply for All Sizes of Lamps & Lights		
8	Lamps & Cords Properly Located		
9	Rooms Bright vs. Dark		
10	Marketing Materials Used Only in Effective Areas		
11	Toilets Labeled For Use or Non-Use		
12	Manufacturers' Marketing Materials in Unobtrusive Places		
13	Floors/Walls/Tables/Mirrors Dusted & Cleaned		
14	Faucets, Sinks, Window Sills, Showers & Tubs Free of Insects (flush & run water weekly)		
15	Cabinets/Closets/Storage Areas Clean & Organized		
16	Music (if applicable) on softly (channel: easy listening/jazz/classical)		
17	Security System Functional		
18	Decorator & Optional Items Clearly Labeled		

		Appearance Rank On A Scale of 1 to 5 (5 being the highest - best)	Changes/Corrections/Action Needed (Be Specific)
L:	Completed Homes:		
1	Available Homes For Sale Clearly Identified		
2	Lawns Mowed + Edged & Flower Beds Weeded		
3	Windows Clean		
4	Garage Clean & Free of Debris or Storage		
5	Driveways Clean		
6	Interiors Clean & Presentable		