

Partner Evaluation Scorecard

Rate each finalist from 1 to 5 in every category. Multiply by the weight, then add it up for a total out of 500.

CATEGORY	WHAT A 5 LOOKS LIKE	WEIGHT
01 Lease attribution and reporting	Connects marketing activity to tours and signed leases in your systems; reports on business outcomes first	20
02 AI search visibility	Explains specific changes for your properties and shows how it measures presence in AI answers	15
03 Paid media execution	Verified Google and Meta credentials, transparent fees, ads run in accounts you own	15
04 Fair Housing and accessibility	Documented human review process, named accessibility standard, trained staff	15
05 Ownership and transition terms	You own all accounts, assets and data; clear handover terms in writing	10
06 Team stability and access	Named, tenured team with reasonable account loads and direct access	10
07 Multifamily and segment experience	Current work in your property segments and submarkets, long-term client references	10
08 Brand and creative consistency	Client properties look and read the same across website, listings and ads	5

Total: score (1–5) × weight, summed

Score after reference calls, not right after the pitch.

100500

TOTAL WEIGHTMAX SCORE

Want to see how we score?

We'll walk through every category with you.

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