THE APARTMENT COMMUNITY · TOUR INSIGHTS

Example Apartment

Denver, CO

123 Main St, Denver, CO 80202 Oct 1st, 2026 - Oct 31st, 2026

Sample report · illustrative data

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01 At a glance

Everything in this report comes from renters using TAC: what they entered while comparing apartments, the checklist and ratings they filled in on tour, and where they verified a lease afterward. **Others toured** *means the other complexes the same renters toured.*

Renter tours **38** ▲ 9 vs last report	Renters comparing you **61** this period	Average tour rating **3.8** / 5 Others toured: 3.8
"Would lease here" **48%** ▼ 6 pts vs last report	Toured → signed here **18%** verified a lease in TAC	Top reason not to lease **Price** 38% of hesitations

02 The short version

Renters love what Example Apartment offers and where it is, but you are losing them at the price conversation. Your amenities and location were rated higher than any complex these renters also toured, and listed rent for a one-bedroom came in $24 below the comparison set. Once required monthly fees were added, the all-in cost renters recorded was $80 higher, and price was the reason 38% of hesitant renters gave for not leasing.

What's working

- Amenities rated 4.5 / 5, the highest of any complex these renters toured
- Location rated 4.4, with walkability mentioned positively on 14 tours
- Leasing staff gave the same pet-policy answer on every tour that asked

What's costing you leases

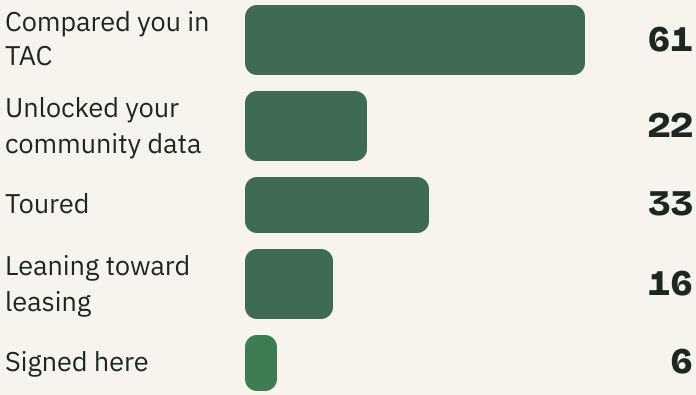
- Required fees average $146 a month for a one-bedroom, $92 above the comparison set
- Shower pressure failed on 29% of checks, against 11% elsewhere
- Renters recorded three different parking prices

Biggest opportunity

Show an all-in monthly price for every floor plan. Your listed rents are competitive; the gap only appears once fees are added, and “fees add up beyond the listed rent” is the most common negative theme (12 tours).

03 From interest to lease

Each step counts renters, not visits. “Signed” means the renter later verified a lease in TAC with their own lease or rent bill. A step with fewer than 5 renters isn’t shown as a number.



Where the others went

Renters who toured you, then verified a lease somewhere else (14). Other communities are named only to the complex they describe; here they are anonymized.

SIGNED AT	RENTERS	TOP REASON
Nearby Complex A	6	Lower all-in monthly cost
Nearby Complex B	5	Larger one-bedroom layouts
Other complexes	3	Mixed

04 Who's touring

From the search preferences renters set in TAC (budget, layout, pets, must-haves, move-in date). "You offer it?" is what renters recorded about your community, which shows what they understood from the tour.

Monthly budget

Under $1,500	9%
$1,500 – $1,800	27%
$1,800 – $2,100	36%
$2,100 – $2,500	21%
$2,500 and up	7%

Your one-bedroom all-in average ($2,076) sits at the top of the most common budget band.

What they're looking for

MUST-HAVE	RENTERS	YOU OFFER IT?
In-unit laundry	79%	Yes
Parking	64%	Unclear
Pet friendly	48%	Yes
Fitness center	42%	Yes
Dishwasher	39%	Yes
Balcony	33%	Unclear
EV charging	18%	No

Bedrooms

LAYOUT	WANTED	TOURED FOR
Studio	15%	12%
1 bedroom	52%	58%
2 bedrooms	30%	27%
3+ bedrooms	3%	3%

Pets

45% of touring renters have a pet

Dog	30%
Cat	18%
No pets	55%

Some renters have both a dog and a cat.

When they plan to move in

Within 30 days	24%
30 – 60 days	45%
60 – 90 days	21%
90+ days	10%

Median: 41 days from the tour to the move-in date renters planned.

05 Price and fees vs the complexes tenants also toured

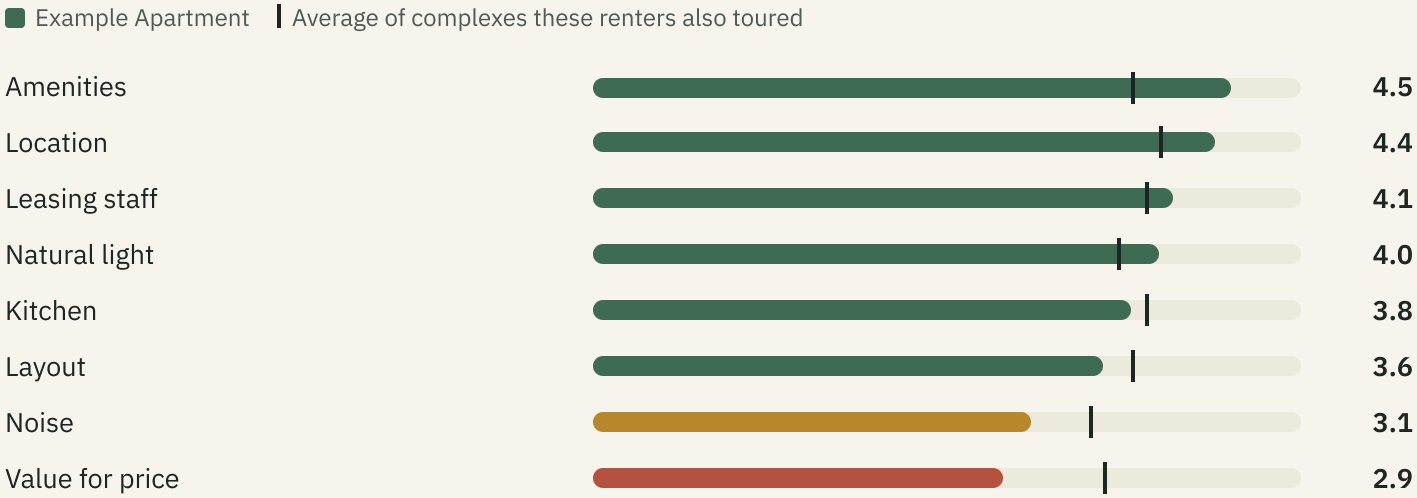
Entered by renters *from what they were quoted on tour or saw listed, not your official pricing. A gap between this and your published rates is itself an insight: it's what renters walked away believing.*

LAYOUT	LISTED RENT	REQUIRED FEES	PARKING	ALL-IN MONTHLY	MOVE-IN COSTS	OFFERED A
Studio	$1,545 −$18	$128 +$74	$95 +$10	**$1,768** +$66	$1,180 +$310	
1 bedroom	$1,835 −$24	$146 +$92	$95 +$12	**$2,076** +$80	$1,240 +$335	
2 bedrooms	$2,480 +$35	$158 +$97	$95 +$12	**$2,733** +$144	$1,420 +$385	

Each value is the average of what tenants recorded for Example Apartment; the small number under it is the difference from the other complexes they toured. 3+ bedrooms: fewer than 5 tenants recorded prices here and elsewhere, so it's left out.

06 How tenants rated the tour

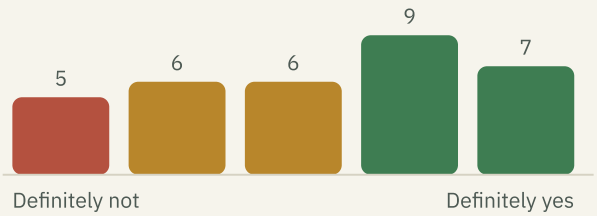
Renters rate each category from 1 to 5 at the end of the tour, then answer "Would you lease here?" on a sliding scale.



Model unit vs the actual unit

Renters shown the actual unit rated it **0.4 higher** overall than renters shown a model. 61% of your tours were model units.

Would they lease here?

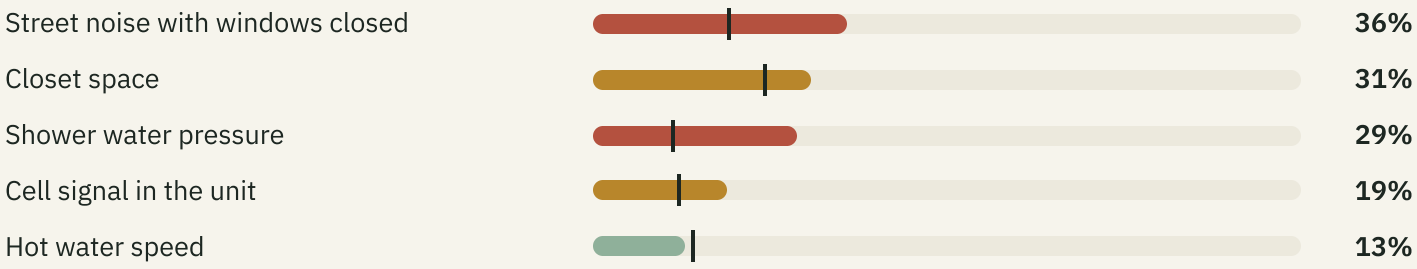


07 The checklist: what tenants checked in the unit

Renters mark each item good or bad as they walk the unit and can add a short note. Pass rate = items marked good ÷ items answered.

CATEGORY	PASS	OTHERS TOURED	WHAT RENTERS NOTED (SUMMARIZED)
Kitchen	88%	84%	Appliances look new; a few renters noted limited counter space.
Bathroom	71%	86%	Weak shower pressure in upper-floor units came up repeatedly.
Windows & light	92%	85%	Large windows and bright living rooms were a consistent plus.
Noise	64%	78%	Street noise was audible with windows closed in units facing Main St.
Heating & cooling	85%	83%	No recurring issues.
Laundry	95%	90%	In-unit washers and dryers checked out on nearly every tour.
Storage	69%	74%	Studio closets read as small.
Cell signal	81%	88%	Weak signal in interior hallways and the garage.

Most-failed items



Bars show how often the item failed. The black line marks the rate at the other complexes the same renters toured.

08 Questions tenants asked, and what they heard

Renters record the answer they were given to each question on the checklist. These are the answers as renters understood them.

QUESTION	ASKED ON	ANSWERS RENTERS RECORDED (SUMMARIZED)	CONSISTENT?
What fees are required each month?	76%	Most recorded trash and amenity fees; about a third were also told about a technology package.	Mixed
Is parking included?	64%	Answers varied between included, $75 a month and $95 a month.	No
Are there move-in specials?	58%	Six weeks free on a 13-month lease, mentioned on about a third of tours.	Mixed
What is the pet policy?	45%	Two pets, 50 lb limit, $50 monthly pet rent per pet.	Yes
How are utilities billed?	41%	Water, sewer and trash through a third-party biller; electric in the renter’s name.	Yes
How are maintenance requests handled?	33%	Online portal plus a 24-hour emergency line.	Yes

09 What stood out after the tour

From the final thoughts and notes renters wrote right after the tour, grouped into themes and counted. Themes are written in our words; nothing a renter wrote is quoted. Only themes on 3+ tours are shown.

Positive themes

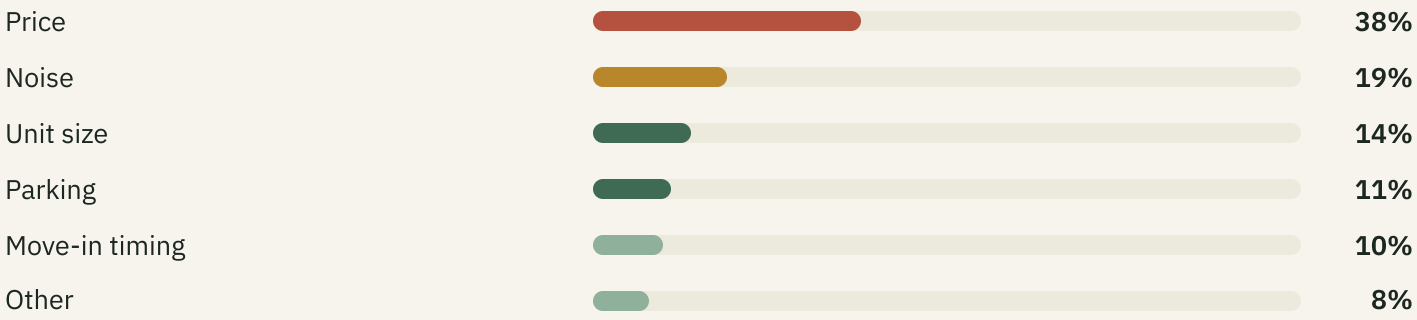
- **Rooftop deck and gym stand out** · 17 tours
- **Walkable to downtown and transit** · 14 tours
- **Bright units with big windows** · 11 tours
- **Friendly, knowledgeable leasing team** · 9 tours

Negative themes

- **Fees add up beyond the listed rent** · 12 tours
- **Street-facing units feel noisy** · 10 tours
- **Weak shower pressure** · 8 tours
- **Parking cost unclear** · 7 tours

10 Why tenants didn’t lease

Renters who leaned against leasing pick their main hesitation from a short list. Price leads, and most of those renters also recorded required fees above $140 a month.



11 What your verified residents say

From 14 current and past residents who verified their lease or rent bills with TAC. Different people from the renters who toured.

Renewed their lease	Avg yearly rent increase	Average stay	Maintenance resolved
58%	**4.6%**	**21 mo**	**92%** avg 3 days

Why residents moved in

- Location and commute · 43%
- Amenities · 21%
- Price · 14%
- Pet friendly · 14%
- Other · 8%

Why residents left

- Rent increase at renewal · 36%
- Bought a home · 21%
- Relocating for work · 21%
- Noise · 14%
- Other · 8%

12 Your online reputation

From public online reviews of your community: **4.2 stars** *from 386 reviews.*

What reviewers praise

- Responsive maintenance team
- Clean, well-kept common areas
- Great location near downtown
- Package lockers and secure entry

What reviewers complain about

- Steep renewal offers
- Street noise in some units
- Tight parking garage
- Occasional elevator outages

13 Recommended actions

Ranked by how many renters each issue affects and how easy it is to fix. Each one points to the numbers behind it.

1 **Show an all-in monthly price for every floor plan**

Listed rent for a one-bedroom is $24 below the comparison set, but required fees ($146) put the all-in cost $80 above it. Price is the top hesitation (38%) and “fees add up” is the top negative theme (12 tours).

`Affects the most common reason renters walk · Effort: low`

2 **Give the leasing team one answer on parking**

Renters recorded three different parking prices across the tours that asked, and “parking cost unclear” came up on 7 tours.

`Asked on 64% of tours · Effort: low`

3 **Fix shower pressure in upper-floor units before showing them**

Failed on 29% of checks against 11% at the other complexes; the Bathroom pass rate is 15 points below the comparison set.

`Asked about on most tours · Effort: medium`

4 **Start tours on the courtyard side**

Street noise failed on 36% of checks. Renters shown courtyard-facing units rated the tour 0.6 higher.

`Noise is the second most common hesitation (19%) · Effort: low`

5 **Lead with the rooftop and gym**

Your highest-rated category (4.5 against 3.8 elsewhere), mentioned positively on 17 tours.

`Strengthens your clearest advantage · Effort: low`

14 Since your last report

The same measures from your previous report (Sep 1st, 2026 - Sep 30th, 2026).

MEASURE	SEP 2026	OCT 2026	CHANGE
Tours	29	38	+9
Would lease here	54%	48%	−6 pts
Average tour rating	3.9	3.8	−0.1
Value for Price rating	3.2	2.9	−0.3
Toured → signed here	15%	18%	+3 pts
Most-failed checklist item	31%	36%	+5 pts

How this report is made. Built from 38 tours by 33 renters using The Apartment Community, combined and de-identified. It includes only tours at least 7 days old, and every figure covers 5 or more renters. No names, contact details, tour dates or times, photos or unit numbers are included, and nothing renters wrote is quoted. Summaries and recommendations are written with the help of AI from the combined data.

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Sample report. Example Apartment is a fictional community and every figure in this report is illustrative. Reports for your community are built from real TAC renter activity. Contact support@theapartmentcommunity.com.