Sample Assessment Summary

An example of the executive summary that opens every Service Standards Assessment. The community and findings are fictional.

SAMPLE EXECUTIVE SUMMARY

The Sterling on 41st, 312 homes

Fictional community | Illustrative findings

EXPERIENCE INDEX

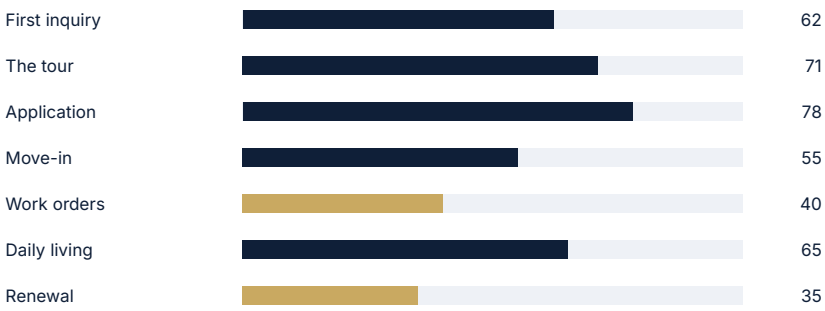
58 / 100

Seven resident moments,
scored from four sources of evidence

EVIDENCE BASE

2 mystery shops
1 property walkthrough
142 online reviews analyzed
8 resident conversations

SCORE BY MOMENT



Gold marks a priority gap: any moment scoring below 50.

PRIORITY	FINDING	FIRST ACTION	TIMING
HIGH	Work orders close without telling the resident	Add a completion message to every order	Days 1 to 14
HIGH	Renewals begin with a letter, not a conversation	Hold a renewal conversation 90 days out	Days 15 to 45
MEDIUM	Move-in quality varies by home	Adopt a 40-point move-in inspection	Days 30 to 60

ILLUSTRATIVE ONLY. NOT A CLIENT ASSESSMENT.

HOW THE INDEX IS CALCULATED

Each of the seven resident moments is scored from 0 to 100 using the evidence base. The Experience Index is their average.

$$(62 + 71 + 78 + 55 + 40 + 65 + 35) \div 7 = 406 \div 7 = 58$$

WHAT THE SUMMARY TELLS LEADERSHIP

The leasing experience is sound. Residents feel the gaps after they move in, when work orders close without notice and renewals begin with a letter. Two low-cost changes address both priority gaps within 45 days.

The full assessment report adds the detailed findings for each moment, supporting evidence, a 90-day improvement roadmap and recommended performance measures.

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