



Provide leasing teams with instant confirmation of a prospect's pre-qualification status.

How It Works

1 

Prospects enter their contact information, housing needs, and income in the Income Calculator module.

2 

Income Calculator sends prospects an email confirming if they qualify.

3 

Sales teams are notified when a lead completes the pre-qualification process and can access the qualification status of a lead in The Conversion Cloud®.

Features

- Discover a prospect's income, household size, and desired floorplan before your sales team follows up with a lead.
- Automatically determine the prospect's qualification status based on your community's custom income requirements.
- Provide instant pre-qualification status feedback to prospects and your sales team.

Benefits

- Save your team time. Income Calculator speeds up the information collection process and calculations to determine if a lead can move further in the sales process.
- Pre-qualified prospects are more likely to take the next steps with your community increasing your lead to tour conversion rate.

The Conversion Logix Difference

Income Calculator pre-qualifies apartment seekers and senior living residents based on your community's custom income requirements. Our customizable income calculations enable you to use the tool for both market-rate and affordable housing communities. Income Calculator is EHO friendly and ensures you are always meeting the correct standards for pre-qualifying prospects.