

THE BRAND AUDIT CHECKLIST

A Quarterly Audit for Marketers, Onsite Team and Operations Alike

DIGITAL CURB APPEAL

Using the Ads Transparency Center or your digital marketing dashboard, review your community the way a prospect would encounter it for the first time. Let's evaluate whether your brand identity is clearly communicated before they ever arrive onsite.

- Do our ads visually align with our website and social presence?
- Does our ILS description reflect our true brand voice — not generic apartment copy?
- Do our photos reflect the lifestyle and personality of the community (not just floorplans and amenities)?
- Are specials or concessions presented in a way that still support brand perception?
- Would a prospect clearly understand what makes this community different within seconds?

Score 1–6: _____

OVERALL WEBSITE EXPERIENCE:

This is where interest now becomes content. Review your community website the way a prospect would when they are deciding whether to schedule a tour and ask yourself. Evaluate whether the website continues the same brand story introduced through marketing and reinforces a consistent identity.

- Does the homepage clearly communicate what makes this community unique?
- Does the look and feel of the site match the brand we are presenting elsewhere?
- Do the photos and messaging reflect a lifestyle, not just a list of amenities?
- Is key information easy to locate, such as pricing, availability, and how to tour?
- Does the website feel consistent with our ads and social media presence?
- Are we guiding prospects toward a clear next step (schedule a tour, contact us, apply)?
- Does the website accurately reflect what someone will experience when they arrive onsite?

Score 1–7: _____

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FIRST IMPRESSION ONSITE

(Lobby, Leasing Office, Model Units) Walk the community as a first-time prospect and evaluate whether the brand identity successfully pulls through:

- Does the lobby feel like the brand we marketed online?
- Is signage cohesive, updated, and aligned with brand standards?
- Are printed materials professionally produced and consistent with approved collateral (not DIY or outdated)?
- Do scent, music, lighting, and overall ambiance work together to create the experience our brand promises?
- Would a prospect say, “This feels exactly like what I saw online”?

Score 1–5: _____

THE HUMAN ELEMENT (How the Brand Is Spoken + Lived)

Evaluate whether the team is translating brand identity into lived experience during tours and interactions. How the brand is embodied through people, behavior, tone, and interaction across ALL moments, not just tours.

- Does leasing team use brand-aligned language in tours? Are tours centered around lifestyle and experience, not just features?
- Are email drips and text responses consistent with brand tone?
- Does the team understand the target resident demographic?
- Can staff clearly articulate the story behind the community/what makes it unique?
- Does the energy of the team match the brand personality?
- Is the brand personality evident in conversation and storytelling?

Score 1–6: _____

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SOCIAL MEDIA

Evaluate whether your community's social media presence reflects the same brand identity, voice, and lifestyle experience presented across your marketing channels. For many prospects, social media is one of the first places they explore to understand a community's personality and culture. Review your feed the way a prospect would and determine whether the content reinforces the story and lifestyle your brand promises.

- Does our social feed visually align with our brand colors, photography style, and overall brand aesthetic?
- Are the captions written in our brand voice or do they sound generic?
- Does the content feel intentional and curated, not random, or reactive?
- Are we showcasing lifestyle moments and resident experiences, not just amenities and promotions?
- Are we incorporating short-form video (Reels, TikTok, etc.) to show the community experience and lifestyle in action captured through our team and community?
- Do videos and posts highlight real moments onsite such as events, amenities in use, nearby neighborhood hotspots, and resident life?

Score 1–6: _____

RESIDENT EXPERIENCE

Evaluate whether residents experience the same lifestyle and identity that was promised during marketing and leasing. Ask yourself:

- Are resident events aligned with the brand personality?
- Are they intentional or generic?
- Do move-in gifts reflect the brand rather than just random swag?
Are they intentional and aligned with our community story/location etc.
- Are resident communications consistent in tone, voice, and professionalism?
- Do amenity spaces reflect the intended experience?
- Would a current resident describe the community the way we market it?
- Are we creating moments that reinforce belonging, connection, and lifestyle?

Score 1–7: _____

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THE FORGOTTEN MOMENTS (Where Brands Quietly Break)

These are the operational touchpoints residents experience most often — and where brand consistency is either reinforced or quietly lost.

- Do maintenance communications reflect the same tone and care as leasing interactions?
- Do renewal conversations and emails feel intentional and aligned with the brand experience?
- Are package rooms, service areas, and back-of-house spaces maintained with the same level of pride as public areas?
- Does curb appeal consistently match the expectations set through digital marketing?
- Do vendor partners understand and support the brand standards when interacting with residents or representing the community?

Score 1–5: _____

WHAT MAKES THIS BRAND LEGENDARY?

This is the brand pull-through test. Ask yourself:

- If the logo disappeared, would the experience still feel unmistakably ours?
- Does every touchpoint reinforce the same identity?
- Are we delivering the lifestyle we market consistently?
- Are residents experiencing the brand, not just living in the building?
- What makes this community memorable beyond amenities?
- Do teams have tools (templates, scripts, reference cards) to stay on-brand?
- Is there a designated Brand Ambassador onsite?

Score 1–7: _____

SCORING GUIDE

40+

Fully Immersed In Your Brand:

Consistent Brand Immersion Across Consumer and Resident Journey

20-29

Noticeable Inconsistency:

Immediate Realignment Needed Under

30-39

Early Brand Drift: Where small inconsistencies are beginning to appear

1-20

Brand Break:

Rebuild Translation Layer and Get Back to the Basics