

POLICY SUMMARY

SOP 1.5 — Golden Path, SVR & Mystery Shop

Process Name:	Golden Path, SVR & Mystery Shop
SOP Category:	Marketing
SOP Reference:	1.5
Roles Involved:	CC, AM, Ownership, OSM
Last Updated:	May 2026

1 WHAT OUTCOME CC EXPECTS

SVR: Golden Path meets Cascade standards on every AM and Ownership site visit — verified through the Site Visit Report.

Mystery Shop: Quarterly unannounced third-party mystery shops (Norris & Stevens) independently test the prospect experience. Scores published to the quarterly property scorecard.

2 WHAT MUST BE DONE — BY WHO

SVR

AM / Ownership: Complete the SVR during every onsite visit using the standard scoring form.

OSM: Implement all SVR action items by the deadline established with AM or Ownership. Provide photo evidence of completed items by the established deadline.

Mystery Shop

OSM: No scheduled requirement. Shops are unannounced and conducted quarterly by Norris & Stevens.

Score below 70%: OSM receives a formal reprimand from N&S leadership. Reprimand memo and mystery shop report are placed in the OSM's HR file.

3 WHAT EVIDENCE MUST EXIST

SVR: Completed SVR uploaded to shared Google Drive after each visit. Copy provided to OSM.

SVR Action Items: Photo evidence of completed items uploaded to shared Google Drive by the established deadline.

Mystery Shop: Quarterly mystery shop reports distributed to OSM, AM, and CC.

4 HOW THE AM VERIFIES IT

SVR: AM reviews photo evidence of completed action items and closes them out in the SVR.

Mystery Shop: AM reviews the quarterly report with OSM as a training tool. Documents key feedback for the following quarter. Report made available to CC.

SVR: SVR completion and action item follow-through reviewed as part of ongoing asset oversight.

Mystery Shop: Asset mystery shop scores published to the quarterly property scorecard.

Supporting Tools

SVR Form: *Onsite Visit Checklist (see QRG or Google Drive)*

QRG: *SOP 1.5 — Golden Path SVR Quick Reference Guide*

Mystery Shop Template: *SOP 3.2 — Mystery Shop Report*

Training Video: *[Loom link — add when recorded]*

Evidence Drive: *[Shared Google Drive link]*

Defined Terms

Golden Path:	The physical journey a prospect takes from first seeing the property from the street, through the entry and grounds, to the leasing office, and into a vacant unit. Must always be inspection-ready.
SVR:	Site Visit Report. Scored checklist completed by AM or Ownership on every onsite visit. Covers Golden Path, curb appeal, leasing office, and vacant unit conditions.
SVR Score:	90–100% = Excellent 75–89% = Acceptable 50–74% = Needs Improvement <50% = Problem. Scoring: 3 = Excellent, 2 = Acceptable, 1 = Needs Improvement, 0 = Problem.
Action Item:	A deficiency identified on the SVR requiring correction. Each has an assigned party, deadline, and priority level. Closed with photo evidence.
Photo Evidence:	Photographs confirming action item completion. Uploaded to the shared Google Drive by OSM by the established deadline.
Mystery Shop:	Quarterly unannounced third-party prospect experience test conducted by Norris & Stevens. Results shared with OSM, AM, and CC.
N&S:	Norris & Stevens — the third-party mystery shop vendor.

Version History

Version	Date	Updated By	Summary of Changes