

## FIRST IMPRESSIONS ASSESSMENT TOOL

Community name: \_\_\_\_\_

Date/Time: \_\_\_\_\_

90 – 100 = Outstanding

80 – 89 = Very Good

70 – 79 = Needs Improvement

Below 70 = Poor First Impression

Subtract one point for each bullet that is not in compliance.

**Total Score:** \_\_\_\_\_

Category	Mark each bullet (x) that is not in compliance	Score <i>(Deduct one point for each mark.)</i>
<b>SIGNAGE</b>	<input type="checkbox"/> Landscaped attractively <input type="checkbox"/> Attractive and updated look <input type="checkbox"/> Visible and well-lit	
<b>PARKING LOT</b>	<input type="checkbox"/> Well paved and marked <input type="checkbox"/> Ample visitor parking <input type="checkbox"/> Free of debris, dead leaves, cigarettes, trash	
<b>LANDSCAPING</b>	<input type="checkbox"/> Maintained, attractive <input type="checkbox"/> Seasonal flowers <input type="checkbox"/> Shrubbery healthy, not overgrown <input type="checkbox"/> Lawn is attractive and weed-free	
<b>BUILDING EXTERIOR</b>	<input type="checkbox"/> Shutters painted and hung properly <input type="checkbox"/> Fencing in good condition <input type="checkbox"/> General exterior painted and in good repair <input type="checkbox"/> Windows clean <input type="checkbox"/> Aesthetically pleasing and makes good impression	
<b>ENTRYWAY</b>	<input type="checkbox"/> Appropriate signage <input type="checkbox"/> No smoking allowed in building <input type="checkbox"/> Well lit <input type="checkbox"/> Clear of debris, clean <input type="checkbox"/> Attractive décor/plants <input type="checkbox"/> Glass clean, free of smudges	

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<b>LOBBY</b>	<input type="checkbox"/> Odor free, dusted and vacuumed <input type="checkbox"/> Inquiry cards and guest sign-in at desk <input type="checkbox"/> Cut flowers or centerpieces <input type="checkbox"/> Furniture arranged nicely, not in disarray <input type="checkbox"/> Warm, inviting atmosphere <input type="checkbox"/> Free of trash, paper, cups, soda cans <input type="checkbox"/> Telephone technique appropriate	
<b>HALLWAYS</b>	<input type="checkbox"/> Odor free <input type="checkbox"/> Floors and corners clean and shiny <input type="checkbox"/> Attractive pictures on walls <input type="checkbox"/> Wallpaper intact <input type="checkbox"/> Overhead lights all in working order <input type="checkbox"/> Exit doors clean <input type="checkbox"/> Blinds in good repair <input type="checkbox"/> Handrails clean, free of debris <input type="checkbox"/> Brass plates, handles, fixtures polished <input type="checkbox"/> Housekeeping carts free of personal items or food <input type="checkbox"/> Free of taped/stapled notices	
<b>MODEL APARTMENT</b>	<input type="checkbox"/> Décor is age-appropriate <input type="checkbox"/> Bright, cheerful, clean <input type="checkbox"/> Odor free <input type="checkbox"/> Walls/doors painted <input type="checkbox"/> Bathrooms clean <input type="checkbox"/> Window curtains clean, attractive <input type="checkbox"/> Floors shiny, clean, vacuumed <input type="checkbox"/> Furniture in good repair <input type="checkbox"/> Name plate labeled as "model apartment" <input type="checkbox"/> Wreath on door <input type="checkbox"/> Bed made properly (pillows, etc.) <input type="checkbox"/> Artwork <input type="checkbox"/> Personal items arranged nicely <input type="checkbox"/> Doorway open, door clean <input type="checkbox"/> Clothes in closet	

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<b>PUBLIC RESTROOMS</b>	<input type="checkbox"/> Odor free <input type="checkbox"/> Clean and fully supplied <input type="checkbox"/> Toilets and sinks work properly, free of leaks <input type="checkbox"/> Wastepaper basket not overflowing <input type="checkbox"/> Painted or wallpapered nicely <input type="checkbox"/> Artwork, furnishings appropriate <input type="checkbox"/> Tastefully decorated	
<b>COMMON AREAS</b>	<i>(Private dining room, ice cream parlor, salon, etc.)</i> <input type="checkbox"/> Furniture/décor appropriate and organized <input type="checkbox"/> Clean, vacuumed, floors shiny <input type="checkbox"/> Wallpaper, paint intact <input type="checkbox"/> Free of trash <input type="checkbox"/> Drapes and windows clean <input type="checkbox"/> Cheerful, bright	
<b>STAFF</b>	<input type="checkbox"/> Well-groomed, professionally dressed, hair neat, clean <input type="checkbox"/> Phones answered appropriately <input type="checkbox"/> Interacting appropriately with residents, attentive <input type="checkbox"/> Greeted you when you came in front door <input type="checkbox"/> Friendly interaction with visitors <input type="checkbox"/> Answered any questions you had, willing to help	
<b>DINING ROOM</b>	<input type="checkbox"/> Tablecloths clean, matching, laying straight on tables <input type="checkbox"/> Appropriate centerpieces <input type="checkbox"/> Chandeliers, lights working <input type="checkbox"/> Drapes and windows clean <input type="checkbox"/> Table set for next meal <input type="checkbox"/> Not noisy or chaotic <input type="checkbox"/> Wall décor fully intact <input type="checkbox"/> Furniture matching and organized, clean <input type="checkbox"/> Menu board current, attractive	

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<b>REHABILITATION DEPT.</b>	<i>(where applicable)</i> <input type="checkbox"/> Clutter free and equipment stored neatly <input type="checkbox"/> "Active" looking, looks like it is used <input type="checkbox"/> Drapes and windows clean <input type="checkbox"/> Floors shine	
<b>ACTIVITY ROOM</b>	<input type="checkbox"/> Clean and well organized <input type="checkbox"/> Activity calendar updated, activities 7 days a week <input type="checkbox"/> Seasonal decoration age-appropriate throughout residence <input type="checkbox"/> Projects and crafts stored or neatly displayed <input type="checkbox"/> Cheerful, bright <input type="checkbox"/> Variety of activities scheduled	
<b>COURTYARDS &amp; PATIOS</b>	<input type="checkbox"/> Quality patio furniture clean and in good repair <input type="checkbox"/> Clean, free of debris and clutter <input type="checkbox"/> Seasonal flowers <input type="checkbox"/> Shrubs neatly trimmed, not overgrown <input type="checkbox"/> Lawn attractive and weed free <input type="checkbox"/> Attractive, welcoming, utilized	