

LEASE MATCH

# CASE STUDY



“I have confidence that my money is well spent with RentPath - my # 1 source of leases”

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Advanced Management Company (AMC) is a regional firm with 60 properties in Southern California, consisting mostly of properties it purchased and upgraded to B's. AMC has a long-standing, successful relationship with RentPath.

# CHALLENGES

- Demonstrate the value of listing with RentPath as AMC sought to cut marketing expenses by 50%.
- Twenty of the 36 properties advertising with RentPath were at risk
- PopCard, a recognized industry method for tracking, indicated that RentPath was underperforming in number of leases and cost-per-lease

# ACTIONS

Using data supplied by AMC, RentPath performed a Lease Match review to prove lease results. In addition, RentPath reviewed AMC's packages to tailor a better solution.

- Lease attribution & Lease Match
  - AMC provided RentPath with a move-in report
  - The RentPath Lease Match team ran matches against the move-in report
  - AMC determined the exact criteria which would classify a move-in as a match, such as the timeline between contact and move-in
  - The RentPath Lease Match team presented a report on move-ins, with both strong and soft matches
- Spending & Package Review
  - The RentPath team reviewed the entire AMC marketing spend to identify opportunities for improvement
  - Opportunities were revealed for some properties to reduce spending with non-RentPath sources that weren't performing
  - The RentPath representative proposed better combo packages for all AMC properties, with an improved digital footprint using the 4 ILS's in the RentPath network, and providing the leads and leases AMC needs

# RESULTS

- AMC's internal reporting had mismatched attribution
  - 20% of all leases across their entire portfolio for the year were proven to be sourced from RentPath
  - RentPath was the proven #1 lease source, not #3 shown on previous reports
- AMC is **"confident that its money is well spent with RentPath"**
  - It began questioning the validity of other ILSs which could not provide similar data
  - AMC views its relationship with RentPath as a partnership focused on long-term success, rather than short term sales
- AMC saw this as a **"game changer"** and kept all 36 properties with RentPath, cutting costs elsewhere