

HIGH QUALITY LEADS

# CASE STUDY



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**RYAN PEREZ**

*VICE PRESIDENT OF MARKETING*

Ryan Perez is the new vice president of marketing for CFLane and the former vice president of marketing for Landmark Apartment Trust, which was recently acquired by Starwood Capital. At Landmark, Ryan was responsible for all advertising, marketing, social media, online reputation management and the operational based growth of each asset as it correlates to overall visibility and exposure. Prior to joining Landmark, Ryan served as director of strategic marketing and performance for Cortland Partners, an Atlanta-based firm. Ryan earned her master’s of business administration from the University of Illinois; her bachelor’s of art in English and Technical Writing from Bradley. Ryan looked to RentPath to generate leases, improve conversion ratio and garner high quality leads for the more than 33,000 apartment homes under her marketing purview.



## The Challenge

### Distinguishing quality leads from those of lower quality

You've done everything in your power to corral them, but sometimes, receiving too many leads can be a bad thing.

Imagine having to choose 15 players for a competitive sports team, only to have 200 arrive for the tryouts. The cumbersome task of putting each one through a fair evaluation would exceed time constraints, leaving coaches with no choice but to devise a less rigorous approach.

That's how a leasing agent can feel when presented with a heaping pile of leads, but no way to distinguish which are most likely to convert. Wouldn't the process be much easier – and more efficient – in the above example if the athlete field was narrowed to 40, and done so in a way that the remaining 160 were the least likely to compete for a spot on the team?

In today's hectic multifamily industry, leasing agents don't want to waste time on leads that have a miniscule percentage of panning out. Ryan Perez, currently the vice president of marketing for CFLane and former vice president of marketing at Landmark Apartment Trust, is a results-oriented marketer who didn't want to see her leasing associates stumbling through prospective renters who wouldn't ever sign a lease.

*"It impacts owner/operators in a really negative light," Perez said. "We have a lot of associates spending time, spinning their wheels, contacting customers who have no intention of being residents."*

There had to be a better way to collect leads, yet distinguish which ones were hot and worth pursuing.

# The Solution

## Utilizing RentPath for quality leads, effectively manage them

Perez and Landmark Apartment Trust were eager to improve their conversion ratios and delegate their time properly when following up with prospects. The decision to use RentPath made an immediate impact.

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Conversion rates escalate, naturally, when dealing with leads of higher quality. When dealing with data, accuracy leads to efficiency. Perez worked closely with RentPath digital marketing representative Annette Broadwell, who helped Landmark Apartment Trust reach its proper audience by providing multiple sets and subsets of data. Included are real-time data pertaining to overall leads, conversions, market trends and additional market research analysis.

*"We talked often because I was a customer with high expectations," Perez said. "I requested a lot because our business changes a lot. And so, as we looked at our numbers week over week and our forecast throughout the month and our trend, I requested data from her. And I liked to look at the analytics, see where we were going, what needed to be changed. She was communicative and there to help me with all of those requests."*



## The Results

### Improved occupancy, less time dedicated to sub-quality leads

With RentPath's services, Landmark sustained an occupancy level on communities of 96 percent or better. While the outstanding occupancy rate can't be entirely attributed to RentPath and its services, there's little doubt that quality leads played a significant role.

*"I do feel like the leads are unduplicated," Perez said. "A unique user now is really difficult to find because we know that our customers were searching multiple verticals to get the data that they were after. But I think RentPath differentiates their offering enough to where the user experience is so friendly that, when they're ready to submit a lead, they're doing it through their website."*

With the influx of leads of higher quality, Perez and Landmark Apartment Trust were able to devise solid plans to improve their struggling communities. Broadwell would assist by analyzing what Landmark Apartment Trust was doing, what its competitors were doing and offer suggestions of packages that would help conquer the problem.

That allowed Perez to avoid the burdensome task of doing market research, particularly when considering Landmark Apartment Trust has properties sprawling across the mid-Atlantic, Georgia, Florida, Alabama and along the seaboard to Texas. By reaching a more targeted audience, Landmark Apartment Trust was quickly able to help its troubled communities get back on track from an occupancy standpoint.

*"I do feel like RentPath helped us reach the right audience," Perez said. "One of the most valuable attributes that RentPath brought to the organization was transparency, and that's really what our customers want to see. And by giving real-time data that's accurate, they give a real representation of our product offering to the marketplace."*

