

LEADMAL

CASE STUDY



“When I need an extra boost for a property, I use Lead Mail from RentPath, the only ILS that offers this service”

LAUREN WERKISER
REGIONAL MARKETING MANAGER



Morgan Properties is a national firm with 120 primarily B properties throughout the eastern and central United States. They have a long-standing, successful relationship with RentPath and use the ILS service for nearly all of their properties.

THE CHALLENGE

Drive additional traffic and leases for properties with specific needs.

- Properties with forecasted weakness despite all other factors being in place (such as proper listings, content, pricing, and conversion efforts)
- Planned events requiring additional promotion (such as acquisitions, new management, seasonal changes, new construction, and redevelopment)

ACTIONS

Deployed RentPath's unique-to-the industry Lead Mail service to send client-generated emails directly to RentPath's qualified prospects.

- Morgan Properties took advantage of Lead Mail's simple and cost-effective solution which included:
 - Best practices: Suggestions on the most effective email subject line, design, call to action, and branding
 - Attractive HTML email templates
 - Ready-to-use content from the Apartment Guide site (photos, property information)
 - Training deck and one-on-one training
 - Similar services would cost at least \$2,500 per the client's own industry experience
"I wouldn't usually have the budget to do this with an outside agency."
Lauren Werkiser, Regional Marketing Manager
- Morgan Properties customized Lead Mail services to suit their promotional objectives

RESULTS

- Lead Mail cost-effectively drove traffic and was deemed ***"extremely beneficial"***. Per Lauren Werkiser, Regional Marketing Manager:
 - ***"When we use Lead Mail I see an influx in traffic. I can be sure my property is inundated with traffic every day."***
 - ***"With one lease, the Lead Mail more than pays for itself."***
- Use of Lead Mail has grown approximately 25% year over year, expanding from 40 Lead Mails in 2015 to 50 in 2016