

LEASE UP

CASE STUDY

“We’ve had several lease up projects over the past 12 months and have used a mix of ILs. RentPath has proved to be a great source for generating quality leads, giving us a great return on our investment.”

PARAGON RESIDENTIAL MANAGEMENT, LLC



Paragon Residential Management is a property management firm that manages luxury buildings in upstate New York. Its success rests on its ability to adapt to the varying needs and styles of building owners and present cost-effective options which will help ensure the brand integrity of each owner’s properties. The company’s portfolio has grown quickly over the last couple of years and now includes over 20 luxury properties.

In the last 12 months, Paragon has successfully marketed and managed 5 lease-ups.

CHALLENGES

- Help Paragon meet the needs of 8 different property owners it represents
- Prove that RentPath is the most cost-effective ILS

ACTIONS

- RentPath provided Paragon with lead and call tracking data
- Paragon compared RentPath data to its own to determine
 - Number of leads from calls and emails
 - Conversion rates: leads-to-leases
- RentPath customized recommendations and user-friendly reports based on each owner's needs and preferences for Paragon to present

“Kara is great to work with and accommodates our needs, ensuring we get the best ROI. We love the fact that Brannan contacts us every month to make sure our listings are up-to-date and include the best photos, videos, etc. Things are ever-changing with new lease up projects and this is a big plus.” Paragon Residential Management, LLC

RESULTS

- Paragon's monthly ROI reports prove that RentPath's ROI exceeds all other ILSs
- It was #1 in providing
 - Quality of leads
 - Quantity of leases
- ***“We had similar ad spends on two ILSs for a brand new property. RentPath's cost-per-lead was notably less than the next closest competitor.”*** Paragon Residential Management, LLC

“When leasing up a brand new property, it is sometimes a challenge to get your name out there and let people know you are open. With the various packages that RentPath offers we can always find the right level of exposure that aligns with the property's size and budget. The client portal is also a helpful tool because we can log in and make adjustments to our listing as more units become available.” Paragon Residential Management, LLC