

RETURNED TO RENTPATH

# CASE STUDY



“RentPath’s success and growth in our area made it clear we needed to relist and upgrade to stay competitive and be seen. Now we are seeing an increase in traffic that is turning into leases.”

**TRI CITY RENTALS**  
SALES AND MARKETING MANAGER



• APARTMENT COMMUNITIES •

Tri City Rentals is a regional management company with 44 A and B properties. The family-run business has the largest portfolio in the region and is invested in maintaining its brand equity and providing upper echelon properties. It places tremendous value in customer service.

An early believer in RentPath, Tri City Rentals was one of the first companies in its region to list with RentPath and had maintained its Silver package buys for years. In 2013, Tri City properties enjoyed high occupancy rates and management decided to cut spending. Eleven properties across all markets were dropped from its RentPath buy.

# CHALLENGES

- Demonstrate that returning to RentPath and upgrading packages would:
  - Bolster visibility, brand awareness and brand equity
  - Improve competitive standing in the marketplace
  - Maintain and improve occupancy rates
  - Justify the added expense of upgrades
- Prove RentPath's value as a partner, despite Tri City Rentals' strong relationships and special pricing with its other ILS partners

# ACTIONS

- Demonstrated the likely increase in lead quality and lease quantity by upgrading packages
- Showed the significant benefits that come from the added services in upgraded packages
- Maintained superior, client-centric customer service

# RESULTS

- Tri City Rentals relisted all but its waitlisted properties with RentPath and upgraded 38 of its properties from Silver to either Gold, Platinum or Diamond based on specific property needs
- Leads and leases and occupancy rates have increased
  - "When a property gets to 100% occupancy, the owners take their staff out to lunch. They got really sick of their favorite restaurants because they had so many celebration lunches!"***  
Kara Wilhelm, RentPath Regional Sales Executive
  - "Our traffic definitely increased thanks to RentPath's SEO optimization. When we first started with them, they weren't #1 on a Google search. Now we are seeing an increase in traffic that is turning into leases."***  
Sales and Marketing Manager, Tri City Rentals
- Added-value products are integral to Tri City's marketing strategy
  - "RentPath is the only one that allows us to have spotlights; their competitors don't offer that feature any longer. So we get extra exposure and click-throughs when we need them."***  
Sales and Marketing Manager, Tri City Rentals
- RentPath is considered a valued partner rather than a vendor
  - "We so appreciate the fact that they pay attention to our needs and develop personal relationships. They're not pushy. There are others in the industry that try to go behind our backs. RentPath does whatever it takes – always asking 'what can I do?' The quarterly education sessions they conduct with industry experts bring all the local properties together. It's nice to see a company of that size that's acting global and thinking local. They're not just out to make a buck".***  
Sales and Marketing Manager, Tri City Rentals