

COMBO UPGRADE

CASE STUDY



“Upgrading to the Combo Pack was a success – it paid for itself and the cost-per-lease was well below our target.”

JEN JOHNSON

DIRECTOR OF MARKETING, FATH PROPERTIES



Washington Park is an A- property with 150 units near Dayton, OH. It is one of 31 communities owned and managed by Fath Properties, which manages communities in Ohio, Kentucky, Indiana, and Texas. Three quarters of its properties are listed with RentPath.

THE CHALLENGE

- Help Fath Properties reach its target of at least 90% occupancy at the Washington Park community
“We needed to take action. We were 89% leased and were forecasting a future exposure of 87%.”
Jen Johnson, Director of Marketing

ACTIONS

- RentPath analyzed similar properties in the market to assess realistic lead potential for Washington Park
“RentPath’s market data indicated that similar properties in this submarket were getting 10 times more leads than Washington Park. So I was confident that upgrading would bring us the results we needed.”
Tammy Markman, RentPath Sales Manager
- RentPath offered a flexible upgrade solution with a free, two month “test drive”
- Washington Park upgraded to the RentPath Combo Pack, which includes Apartment Guide and the entire RentPath Network of Sites (includes Rent.com and Rentals.com)

RESULTS

- Strong improvement in leads
 - RentPath data showed immediate, across-the-board increases including thousands of new search impressions and hundreds of new listing views***“We’re definitely seeing more traffic from RentPath since we upgraded.”*** Jen Johnson, Director of Marketing
- Significant increase in leases
“In the 2 1/2 months since we implemented the Combo Pack, it provided us 3 new leases.”
Jen Johnson, Director of Marketing
- Significantly improved ROI
“The upgrade more than paid for itself. Our cost-per-lease with RentPath was well below our target.”
Jen Johnson, Director of Marketing
- Ongoing partnership with RentPath
“I appreciate that RentPath will work with me on flexible solutions. We still have occupancy exposure and are continuing to use the Combo Pack to reach our goals. I need to be able to respond quickly to market changes.”
Jen Johnson, Director of Marketing