



# Gross Residential

## Location

Ohio, Alabama, South Carolina, Tennessee

## Portfolio

Managed

## Product

Automated Prospect Follow Up

## THE CHALLENGE

### Gross Residential Was Seeking A Solution That Helped Onsite Teams Reduce Tasks and Managed Incoming Leads.

Apartment onsite teams wear more hats than most professionals. Managing incoming leads, prospect follow up, touring the property, resident satisfaction, package management, and rent collection are just a few of the tasks onsite teams are responsible for each and every day.

Gross Residential manages over 13,000 units across several states in the South and Mid-West. They were seeking a way to better manage incoming leads. Their goal was to help their onsite teams reduce their response time while maintaining a professionally crafted message.

By leveraging modern technology, automation, and AI, onsite teams can move leads faster through the lead to lease life cycle, give back onsite teams over a dozen hours a week, sign more leases, and ensure the integrity of their onsite teams communication with prospects and current

residents. Furthermore, finding a tech partner that integrated with their current technology was critical to ensure no disruption to the processes already in place.

***“Our goal was to redirect our focus to answering the phone and assisting walk in customers verse answering emails.” Said Krissy Novotny, Marketing Professional at Gross Residential. “The expected outcome for working with Nurture Boss was to keep our sales funnel full while ensuring all leads are entered into our PMS and attributed to the correct marketing source.”***

By implementing Nurture Boss, Gross Residential expected to allow their onsite teams to focus on manual tasks and let automation do a majority of the heavy lifting. But as we will see, the results they saw exceeded all expectations.

## THE SOLUTION

# Utilizing Nurture Boss's AI Powered Solutions to Optimize Workflows, Send Follow Ups, and Sign More Leases.

Gross Residential did specific industry research to find prospect management vendors. They explore vendors that focused on AI, prospect follow-up as well as full CRM solutions. When speaking with Nurture Boss, they knew they had found the solution they were looking for.

***“The Nurture Boss team took the time to really understand our situation and present us with viable, cost-effective solutions.” Novotny said.***

After completing their research, Gross Residential began a Nurture Boss pilot at 7 of their properties.

“We started with a small group of pilot properties.” Novotny said. “The Nurture Boss team helped with the big picture training and then we did one-on-one training with each team to ensure they had everything they needed to be successful.”

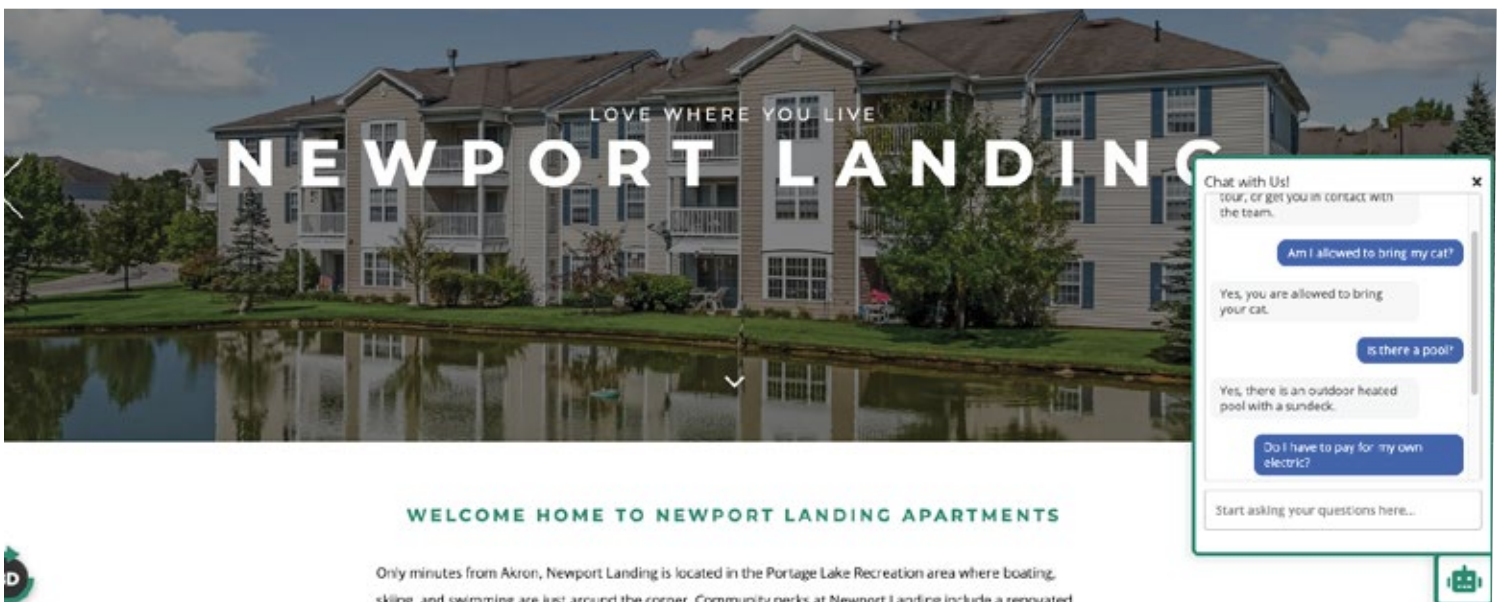
Gross Residential immediately began to roll out several Nurture Boss products to the pilot group. The Nurture Boss widget was placed on the property websites allowing visitors to provide their contact information, schedule a tour, and chat with the AI Chat Bot - Nelli.

The Nurture Boss Customer Success Team provided the onsite teams with 1 on 1 training, allowing them to get up and running very quick and easily. “We saw results within days” Novotny recalls.

Once implemented, Gross Residential began leveraging Nurture Boss to automatically create guest cards within their CRM for multiple lead sources.

Nurture Boss’s Pre-Tour and Post-Tour automation ensured each prospect received a hyper-personalized follow up in a timely fashion, on the communication channel they preferred. Leveraging robust integrations, prospects who receive these messages are able to schedule tours and submit applications when it’s most convenient for them.

The Nurture Boss widget instantly began capturing website leads, converting them to tours, and answering common questions 24/7 with state of the art AI.



The image shows a screenshot of the Newport Landing Apartments website. The main visual is a large photograph of a multi-story apartment building with a lake in the foreground. Overlaid on the image is the text "LOVE WHERE YOU LIVE" and "NEWPORT LANDING" in large, white, bold letters. Below the image, there is a green banner that reads "WELCOME HOME TO NEWPORT LANDING APARTMENTS". Underneath the banner, there is a short paragraph of text: "Only minutes from Akron, Newport Landing is located in the Portage Lake Recreation area where boating, skiing, and swimming are just around the corner. Community perks at Newport Landing include a renovated...". On the right side of the screenshot, there is a chatbot interface with a white background and a green border. The chatbot has a header that says "Chat with Us! tour, or get you in contact with the team." and a close button (X). The chat history shows three messages: a blue bubble asking "Am I allowed to bring my cat?", a white bubble replying "Yes, you are allowed to bring your cat.", and a blue bubble asking "is there a pool?". The next white bubble replies "Yes, there is an outdoor heated pool with a sundeck." Below this, there is a blue bubble asking "Do I have to pay for my own electric?". At the bottom of the chatbot, there is a text input field with the placeholder "Start asking your questions here..." and a green button with a white chatbot icon.

## THE RESULTS

# Automated Workflows for Onsite Teams, More Prospect Engagement, More Leases Signed.

Gross began to see results from utilizing the Nurture Boss platform very quickly. In fact, "within days" according to Novotny.

Gross set out to better manage incoming leads. Since implementing Nurture Boss the list of benefits seen from Nurture Boss have grown.

Prospective resident interactions have significantly increased, new prospects are attributed to the correct advertising source, Nelli answered basic prospect questions and sets appointments, the tour scheduling integration keeps their calendars full, and automated communication continues to engage customers throughout the sales process.

"The Nurture Boss team provides pride and passion for their product" says Danielle Christianakis, Marketing Systems Specialist, "which has been a driving force to us achieving our company goals. Their dedication has motivated our teams and we have seen a vast improvement in our property's success. We are excited for a promising future as we roll out additional properties."

In the first 90 days of the pilot, Gross Residential saw some amazing results with Nurture Boss.

**100%**

INCREASE IN TOURS  
SCHEDULED

**83%**

INCREASE IN  
APPLICATIONS SUBMITTED

**537**

HOURS SAVED FOR  
ONSITE TEAMS

**10,743**

FOLLOW UPS  
SENT AUTOMATICALLY



"We love that we can seamlessly communicate with our customers through automated, professionally crafted messages that feature calls to actions! Nurture Boss has made that happen!" Says Novotny.

**Since a successful pilot with Nurture Boss, Gross Residential continues to benefit from the Nurture Boss platform and its automation and AI tools.**



Reduce the number of tasks for your onsite team while increasing the prospect and resident experience at your properties.