



RPM Living

Location
Florida

Portfolio
Managed

Product
Automated Prospect Follow Up

THE CHALLENGE

RPM Was Seeking A Solution That Empowered Their Onsite Teams with Modern Text Message Marketing Tools.

Consumers today, including renters, want to be able to text with businesses. In fact, 89% of consumers say they prefer texting with businesses over any other mode of communication. Not only does adding the ability to text message prospects and residents to your toolbelt allow for better engagement, more conversions, and higher resident retention rates, but it also creates streamlined and efficient workflows for onsite teams.

Roscoe Property Management (RPM) is the 7th largest property management company in the United States, with over 113,000 units under management. The RPM team members have experienced the challenges associated with modern leasing and knew that new technology could alleviate some of those burdens they faced.

By automating text message marketing with personalized outreach and follow ups, onsite teams can save up to 12 hours a week, convert more tours, and get more leases signed.

"We were having a hard time finding a vendor that was TCPA compliant as we demoed many services that were not. While doing the demo for Nurture Boss it checked off all of our boxes for what we were looking for, functionally and legally." said Jamie Rizzuto, Marketing Manager at RPM. "Nurture Boss also provided a robust solution for automated follow up to drive more tours and applications which was an added plus"

By implementing Nurture Boss, RPM expected to be able to bulk text active prospects. But as we will see, RPM saw a much greater impact and more results than just this added functionality.

THE SOLUTION

Utilizing Nurture Boss's AI Powered Automation to Send Texts, Drive More Tours, and Get More Leases Signed.

RPM reached out to the Nurture Boss team after not finding what they were looking for in other product demos. Nurture Boss offered a legally compliant method for mass texting their prospects and residents. While demoing the Nurture Boss product, the RPM team was eager to also see the benefits of Automated Prospect Follow Up and Resident Communication. By automating the follow up process in a personalized way RPM expected to see more tours, more applications, and ultimately more leases. RPM decided to pilot Nurture Boss at 7 of their Florida properties.

"Our expected outcome was to be able to bulk text our active prospects, but what we noticed when implementing Nurture Boss's Automated Prospect Follow up and Resident Communication was an outstanding increase in the number of tours and applications each property received." Rizzuto said.

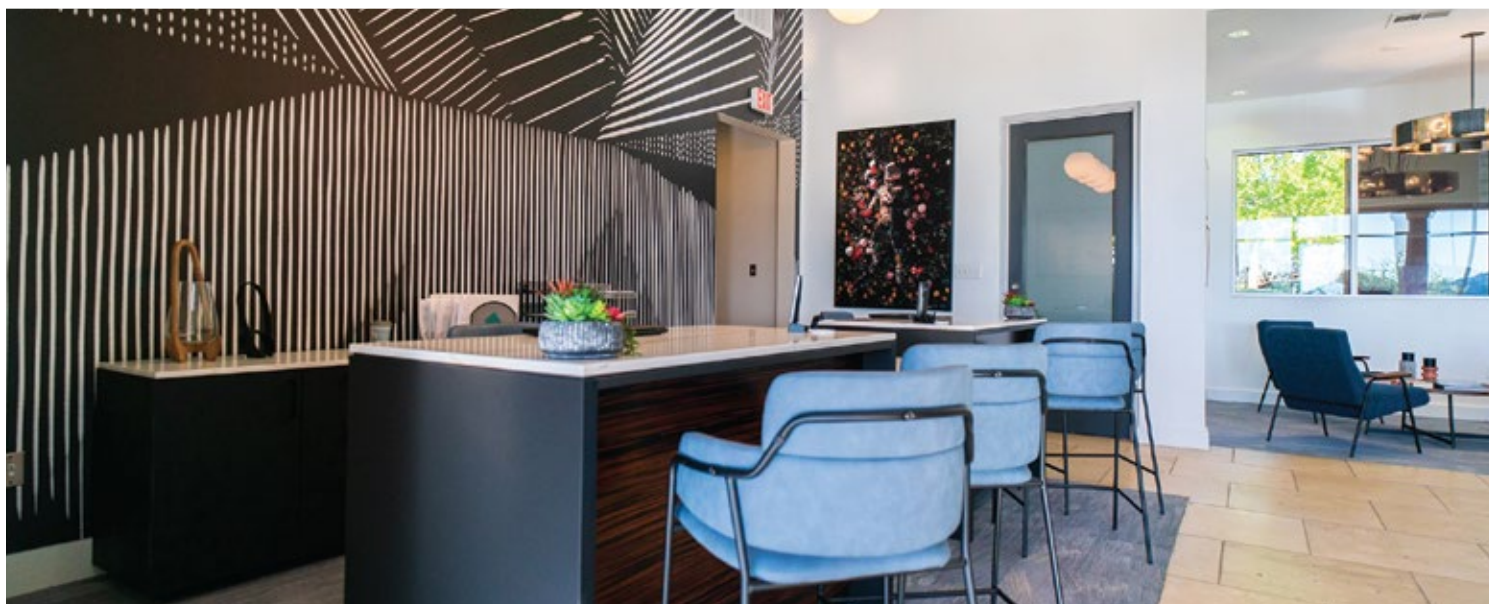
Nurture Boss integrated with the systems RPM already used today, allowing the Nurture Boss platform to engage with every prospect and resident. Nurture Boss also worked with the

various lead sources for each property to ensure as many prospects as possible were opted-in to receive text messages.

"The implementation of Nurture Boss was smooth," Rizzuto said. "The fact that Nurture Boss works with our current CRM is great and lessens the load for our teams. The Nurture Boss onboarding team set up 3 sessions so that onsite teams could choose when they wanted to join. The platform's interface was also easy to pick up and use."

Once implemented, RPM began to use the automated nurture tracks offered by the Nurture Boss platform to automatically send highly personalized follow ups to every prospect in their system. The Nurture Boss team worked with RPM to discover what the right mix of automation was for each of their properties.

"We [RPM] use the automated nurture tracks for leasing right now and the bulk text and email feature. Nurture Boss helped guide us on how to get the most value out of automation, but didn't push us to use anything we did not think we currently needed." said Rizzuto.



THE RESULTS

Easier Workflows For Onsite Teams, Increased Tours, and Increased Applications.

RPM began to see results from utilizing the Nurture Boss platform very quickly. In fact, "within 1-2 weeks" according to Rizzuto.

RPM set out to initially leverage Nurture Boss for the platform's ability to send bulk texts. Quickly RPM realized the Nurture Boss platform provided a robust suite of tools to solve many other problems they faced as well.

Nurture Boss, in addition to allowing for bulk texting, provided RPM with more touchpoints for each prospect in the lead to lease journey.

"Nurture Boss helped with things we didn't even know we needed." said Rizzuto "Getting more touchpoints with prospects is always a plus, and something we struggle with. Having a platform that sends thoughtful and personalized messages is a huge benefit to our properties. Leveraging Nurture Boss, we saw an increase in tours immediately".

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

189

TOURS SCHEDULED
BY NURTURE BOSS

108

APPLICATIONS SUBMITTED
THROUGH NURTURE
BOSS MARKETING

1,656

HOURS SAVED FOR
ONSITE TEAMS

33,117

FOLLOWS UPS
SENT AUTOMATICALLY



"We partnered with Nurture Boss to help us better communicate with prospects via text, but it helped with items we didn't even know we needed," said Rizzuto. "The very personalized approach to email and text marketing is working very well. Open rates are well above 40% and we are seeing the results!"

Since a successful pilot with Nurture Boss, RPM has added Nurture Boss to more than 30 properties across the southern United States.



Reduce the number of tasks for your onsite team while increasing the prospect and resident experience at your properties.
More engagement and higher conversions start with automating your workflows!