



Align Residential

Location

San Francisco

Portfolio

Managed | Developed

Product

Automated Prospect Follow Up
And Resident Communication

THE CHALLENGE

Responding to prospects, freeing up onsite team to focus on resident engagement

More and more modern renters are searching for their new apartment home online, creating an influx in leads for onsite teams to follow up with. To create more streamlined and efficient leasing strategies, apartment operators are coupling their Customer Relationship Management (CRM) systems with automation technologies. Utilizing automation on the frontline of leasing has now become a foundational component of today's leasing environment and creates a higher caliber resident experience while freeing up time for onsite teams to focus on customer service.

Align Residential is a fairly new apartment management company with 14 communities currently under management. Align's team members have experienced the challenges associated with leasing in a predominantly digital environment and knew that technology could

alleviate some of the lead burdens on the onsite teams while establishing consistent, timely communication with prospect leads that could otherwise fall through the cracks.

"We have extremely busy leasing offices and our onsite teams are spending more time focusing on the resident aspect, and they don't have adequate time to respond to every single prospect,"

said Jennie Fix, marketing manager at Align Residential. "We prioritize customer service in our communities, and our teams always strive to go that extra mile for residents. We knew we had to address the prospect communication challenges and find a way to respond to all the incoming leads without inundating onsite teams who are focused on meeting prospects for tours and providing service to residents."

THE SOLUTION

Utilizing Nurture Boss' Automated Prospect Follow Up to communicate with all prospects



Align reached out to the Nurture Boss team after seeing a demo of Nurture Boss' Automated Prospect Follow Up at a multifamily industry trade show. Automated Prospect Follow Up communicates with prospective residents with consistent, timely and hyper-personalized content via text or email and provides the necessary touchpoints for them to make a confident leasing decision.

"Automation seems to be in every conversation regarding leasing these days, but Nurture Boss was a technology that really stood out to us because it's so consistent, personalized and responds to every single lead without having to involve our onsite teams,"

Fix said. "We wanted a tool that both enhances the customer journey and provides our onsite teams with the necessary time to focus on resident engagement."

Align piloted Nurture Boss' Automated Prospect Follow Up and Resident Communication at a few of its communities, including The Landing and Assembly, to determine if automated lead nurturing would follow up with every single prospect, produce higher lease conversion rates through consistent, hyper-personalized content and create more time for onsite times to focus on human interaction, whether its with residents or taking a prospect on a tour.

"Staffing shortages have certainly affected the ability for onsite teams to follow up with every single lead coming in, and that was being reflected in the lease conversion rates we were seeing," Fix said. "Onsite teams across the industry are already spread so thin, and automation has filled in those communication gaps for us. We can establish instant communication with a prospect and maintain that throughout their entire journey with Follow Up Automation."

THE RESULTS

Enhanced prospect engagement, increased applications and leases

After implementing Nurture Boss, The Landing and Assembly experienced an increase in applications, tours and leases. Automated Prospect Follow Up equipped Align with an efficient way to maximize each and every lead by consistently communicating in a hyper-personalized way with all prospects.

NURTURE BOSS:

SAVED ONSITE TEAMS,
AT EACH PROPERTY, AN
AVERAGE OF

**3 HOURS
A DAY**

DROVE
30

ADDITIONAL TOURS
A MONTH AT
EACH PROPERTY

DROVE
10

ADDITIONAL
APPLICATIONS A MONTH
AT EACH PROPERTY

ON AVERAGE
2,000

FOLLOW UPS WERE
SENT AUTOMATICALLY
EACH MONTH

“Nurture Boss handles all our incoming leads while freeing up time for leasing teams to focus on the person that’s in front of them,” Fix said. “It really engages customers earlier on in the leasing process and captivates them with consistent, customized messaging. Nurture Boss undoubtedly fills in the communication gaps and helps the prospect remember that we’re still here and have apartments with the features they’re interested in.”

After piloting Nurture Boss at The Landing and Assembly with incredible success, Align implemented Nurture Boss at more than half of its communities. Nurture Boss helped establish consistent communication with prospects to increase conversion rates and create efficiencies for onsite teams.

“Nurture Boss doesn’t just create an optimal customer experience for both prospects and residents, it also gives onsite teams the time they need to accomplish their everyday tasks and provide better overall customer service,” Fix said. “Our associates know they can rely on automation to do the heavy lifting on the frontline of the leasing process with creating a more streamlined and hyper-personalized journey for prospective residents. Between Nurture Boss and our onsite teams, we can really deliver that superior customer service that sustains high occupancy rates and increases resident satisfaction.”



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!