

CASE STUDY

Fore Property Company Enhances Engagement and Occupancy with Innovative Tech Solutions

CHALLENGE

Managing an influx in lead volume and standing out to prospective renters

Fore Property Company grappled with a growing challenge – managing an ever-increasing volume of leads, and ensuring consistent messaging and follow-up with each. They also sought to improve their level of engagement with prospects by providing more personalized services and facilitating better access to information, without bogging down their leasing teams.

APPROACH

Integrating Technology to Deliver a Superior Renter Experience

In response to these challenges, Fore Property Company turned to the technologies offered by Nurture Boss and Rentgrata. Nurture Boss's platform enabled them to automate their follow-up process and provide consistent touchpoints for every lead, effectively managing the high volume and ensuring no lead was overlooked.

Meanwhile, Rentgrata facilitated enhanced engagement by allowing prospects to access genuine resident experiences, enabling them to make more informed decisions and feel a personal connection to the community and its residents. The combination of these two platforms aimed to overhaul Fore Property Company's lead management process and raise the bar for customer engagement.

RESULTS

More Renter Engagement + Higher Leasing Conversions

The integration of Nurture Boss and Rentgrata into their processes reaped substantial rewards for Fore Property Company. They witnessed a notable surge in their conversion rate, attributed to the improved follow-up process and the personal touch added by sharing real resident experiences.

Automation of follow-ups freed up time and resources, allowing Fore Property Company to focus on other key areas. Consistent engagement with prospects throughout their journey resulted in more informed decisions by potential residents, leading to improved satisfaction rates and contributing to a more meaningful customer relationship.

This successful digital transformation has set a new standard for Fore Property Company's lead management and customer engagement practices, reinforcing their commitment to providing tailored, quality living experiences to their customers. It highlights the powerful potential of technology in elevating customer service and improving business outcomes in the real estate industry.



- HQ: Las Vegas, NV
- 29,000+ units under management
- **Top 20 Largest Developer**



"Our on-site teams cannot live without the combination of Nurture Boss and Rentgrata. It has been a complete game changer for our sales process and has allowed us to be present with renters while providing 24/7 service."

Claudia Ginnetta

National Marketing Director- New Development
Fore Property Company



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ABOUT

FORE PROPERTY

Fore Property Company, a multifamily property developer and manager with a 29-year history, has an established legacy in creating over 29,000 diverse apartment units in various markets across the United States. Ranked among the top 20 largest developers in the nation, Fore Property Company boasts a strong portfolio and a robust investment partner base. Their vertically integrated approach, commitment to quality, and ability to create tailored living experiences has won them recognition among their partners, peers and renters.

RENTGRATA

Rentgrata is a unique platform that reimagines apartment searching by connecting potential renters with current residents. Established with a vision to transform the traditional rental process, Rentgrata allows potential renters to ask questions and gain insights directly from residents living in their prospective rental property. This peer-to-peer interaction not only facilitates more accurate and personalized information about a property, but also offers an opportunity for current residents to earn a referral bonus. By creating a community-driven space, Rentgrata serves as a unique bridge between property owners, current residents, and prospects, making the rental process more transparent, rewarding, and engaging for all involved.

NURTURE BOSS

Nurture Boss is a cutting-edge automation platform designed to empower property management companies to drive resident engagement, enhance lease-up strategies, automate workflows, and increase conversions throughout the lead to lease lifecycle. The platform employs automated, hyper-personalized messaging to effectively communicate with prospects and residents via text and email. With the help of Nurture Boss's automation and AI, management companies can easily deploy robust marketing strategies, fueled by real-time data, to schedule more tours, get more applications, collect more on-time rent payments, and renew more leases. Nurture Boss delivers innovative and automated solutions to help property management companies adapt to the dynamic digital marketing landscape.

