



## THE CHALLENGE

# Increasing Conversion Rates and Improving Onsite Efficiencies

Automation has become a foundational component of leasing tactics and Customer Relationship Management (CRM) strategies in the new technology-enabled leasing environment of today. Apartment operators have been operationalizing their CRMS with different automation integrations and experimenting with automated solutions to increase lead-to-tour and lead-to-lease conversions.

Western Wealth Communities manages more than 50 communities, but was not hitting ideal lease conversion rates at a few communities in Arizona. Western Wealth piloted Nurture Boss to help boost conversion rates at three different communities.

“One community was a high-volume property with significant traffic coming through, and the other two properties were having some conversion issues,” said Jennifer Staciokas, executive managing director of property management at Western Wealth.

*“We couldn’t figure out what was truly happening at the different communities, so we looked into implementing more automation efforts that nurtured each lead and provided more touchpoints to see if it made a difference in the conversions.”*

**55%**

On average, only 55% of customers hear back from a community

**Leads are 60x more likely to engage when contacted in the first hour opposed to after 24 hours**

## THE SOLUTION

# Implementing Nurture Boss' Lease Conversion Automation to Boost Lead to Lease Conversions

Staciokas was connected to the Nurture Boss team through some mentor meetings she ran, and became intrigued by Nurture Boss' unique Lease Conversion Automation tool. Nurture Boss nurtures each and every lead by automating timely, consistent and personalized follow up messaging via text or email to all customers and provides the necessary touchpoints to drive them through the sales funnel.

***"Nurture Boss' Lease Conversion Automation was something different than we had seen in the marketplace," Staciokas said. "We were looking for an automation tool that could provide more value to not only our onsite teams, but to the customers."***

Western Wealth did a pilot with Nurture Boss' Lease Conversion Automation at three communities in Arizona – The Mod, Onnix and Villas De Azul – to determine if nurturing those leads in conjunction with the CRM would increase conversion rates and add value to the properties.

"Lead and lease performance impact the overall value of the property," Staciokas said. "Maximizing leads and closing leases adds more value to the community, and just one lead can be extremely important when you think about the true value of the property."

On average, only 55% of customers hear back from a community they reach out to, and the first property to reach out will usually secure the lease.

"Customers often don't get a call or an email back, and then the lead just dies," Staciokas said. "That's not good for either party. With automation, we're able to maintain constant communication, and onsite teams have less leg work to do. They're able to close those leads faster because they're able to know who truly has the intent and real desire to move."

Automating communication with customers ensures every customer is receiving touchpoints in the apartment search journey. That personalized correspondence helps move customers through the funnel and makes their decision even easier.

"The personalized and consistent communication Nurture Boss provides not only keeps customers engaged early on in the apartment search," she said. "But it also helps keep our onsite teams focused on the high-level actions they need to close leases at a higher rate."

# 4x

MORE TOUCHPOINTS

# 3x

HIGHER ENGAGEMENT

# 15%

MORE APPLICATIONS

## THE RESULTS

# Increased Applications, Tours and Leases

After implementing Nurture Boss' Lease Conversion Automation, the three Western Wealth communities all experienced similar results – a tremendous increase in applications, tours and leases. Nurture Boss provided Western Wealth with an efficient way to maximize each lead by communicating in a personalized way with every customer that was in their CRM.

“When customers not only get a response quickly, but they get continued communication, it just shows them we actually care for them and it makes the decision to sign a lease a lot easier,” Staciokas said.

Before implementing Nurture Boss, The Mod received two applications over 30 days, and with Nurture Boss, the number of applications jumped to 55 over 60 days. With Nurture Boss, Western Wealth saw a 39% tour-to-lease conversion increase.

At Onnix, Nurture Boss' Lease Conversion Automation helped generate 105 applications in 60 days and more than 36 move-ins within a 30-day span.

Villas De Azul's lead and application count was extremely low before the Nurture Boss integration. Since implementing the Nurture Boss platform, the community gained 81 applications in less than 90 days.

**“Nurture Boss makes everything more efficient,” Staciokas said. “For onsite teams, it cuts down the time to lease conversion. For customers, it creates a much better customer experience. It's a complete win-win.”**

### *The Mod*



**14X**  
APPLICATION  
INCREASE

**39%**  
TOUR-TO-LEASE  
INCREASE

### *Onnix Tempe*



**105**  
APPLICATION  
IN 60 DAYS

**36**  
MOVE-INS  
IN 30 DAYS

### *Villas De Azul*



**81**  
APPLICATIONS  
IN 90 DAYS

## THE RESULTS

# Increased Applications, Tours and Leases

After the Nurture Boss pilot at The Mod, Onnix and Villas De Azul, Western Wealth implemented Nurture Boss at all communities in Arizona, as well as communities in Nevada and Texas. Nurture Boss not only helped increase conversion rates and create efficiencies for onsite teams, but it provided a better customer experience and streamlined the apartment search for them by establishing a personal relationship via customized messaging from early on in the process.

***Western Wealth also integrated Nurture Boss' Renewal Conversion Automation to continue enhancing the resident experience while decreasing delinquencies and increasing renewals.***

"Nurture Boss has been extremely successful in our communities," Staciokas said. "Our onsite teams love the efficiency and transparency, and our customers are really getting the touchpoints they need. Better lead nurturing really enhances the overall customer experience, and that customer experience is really a deciding factor for many modern renters."



## Lease & Renewal Conversion Automation.

Lease & Renewal Conversion Automation means automating all follow up and communication with your prospects and residents. Identify hot leads, schedule more tours, get more applications, and sign more leases with Nurture Boss Lease Conversion Automation. Create a better move-in experience, get more resident referrals, more online reviews, and more renewals with Nurture Boss Renewal Conversion Automation.

With so much of your budgets going toward lead generation and resident satisfaction it's important to orchestrate your efforts into a cohesive strategy allowing you to achieve the full potential of your marketing spend.