

ResMate Interview - Case Study

Legacy Partners

Results Legacy Partners Has Seen With ResMate

AVERAGE RESPONSE TIME

30 Seconds

LEAD-TO-TOUR RATE

19% → 27%

LEAD-TO-APPLICATION RATE

5.2% → 7.5%

What problem led you to try ResMate?

When you have your leasing associates doing constant follow up on both the resident side and new lead side, the quality of those follow-ups can diminish.

Even while helping residents at the door, on the phone, or in the office, we would still get feedback like: "You guys never answer the phone." Plus, there would be dashboard follow ups, answering the door, dealing with vendors, package delivery, food delivery.

There was just so much that on days we are short staffed it would be impossible to deal with leads properly. **The follow up and turnaround time would lag.**

How fast do you typically try to respond to prospect inquiries?

Company policy would say that we would want to do follow-ups within two hours, and I would say from a prospect perspective we want it to be much faster than that.

Our customers nowadays want immediate follow-up and I think we could lose out on that traffic to our competitors if we're not quick about it. A lot of times they are contacting us on their way, "Hey, I am in the neighborhood can I come by right now?" and **we couldn't meet that kind of demand at all without the help of ResMate.**

What do you like most about ResMate?

“ It got rid of the queue.
The queue was really the bane of our existence, but it was also our lifeline and pipeline to bringing customers to the door.
ResMate is generating traffic automatically. **It absolutely delivers.** **”**

How has ResMate affected your leasing team?

We still are very, very busy. And with all the traffic ResMate is generating for us, we still need the people to manage the traffic. It did help us to set a lot of tours. The prospects on these tours were already very educated on what we had to offer, what our price point was, it was just like autopilot. We can use our staff in more effective ways rather than just doing this dull, low level follow-up. **But very quickly we leased up to 98-99%.**

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How has ResMate helped improve your process?

Follow-ups are instantaneous and it delivers much higher caliber follow-up. It has a link for immediate availability questions and answers the prospects' questions in real time.

I was really surprised at the quality of response after reviewing them. **ResMate is really good at identifying the customers' needs based on their preferences** (one bedroom, two bedroom, date of availability). I also think that it has a fun factor of offering to tell jokes and stuff like that too. It's able to engage the prospect in a casual way.

Have you seen an increase in qualified leads after using ResMate?

If we were still using the dashboard and queue that we had before, our follow-ups would've just been "check the box, we did the follow up, check the box, we did it," we probably would have generated traffic that wasn't qualified. We would've brought people through the door without even knowing what their budgets were. We would've wasted our time on tours with people that would've never wanted what we are offering.

At the end of our pilot they were saying do you think you'll move forward with ResMate? I said, "We are getting rid of it over my dead body!" because it's irreplaceable.

How does ResMate help when you have high occupancy?

We can provide higher level customer service. Before it was like our customers were coming second to this mundane follow-up that we were trying to do. Now we can be more customer centric for our residents that are here.

Since we are so occupied, we have more customers to service. We can focus on resident retention, events, and our customers that are already here rather than trying to get new customers through the doors. With the clearing of the queue, we can actually provide customer service face-to-face and on the phone much better.

Have you seen a return from the results that ResMate is producing?

It is invaluable for the price that it costs, the service that it's delivering, and the traffic that it's serving up through the door. Might I add we are at market all time high rents right now and it's still delivering qualified traffic.

At the end of the day we have been saying, "We got leases today?", because the prices are exponentially higher than they've ever been and we are still closing traffic.

ResMate made the difference. We are getting the highest per square foot rents we've ever achieved and I don't think it's a coincidence.

