

The Follow-Up Gap: What 1,100 Communities Reveal About Leasing Success

Flair and Nurture Boss partnered to secret shop communities and benchmark follow-ups against **1,100+ properties nationwide.**



Multifamily follow-up is really, really broken. Renters want instant answers and authentic communication, but leasing teams are stretched thin and juggling competing priorities.

We secret shopped 1,100+ multifamily properties over 30 days in partnership with Nurture Boss to figure out what's really happening in apartment prospect follow-up.

Some properties send one generic email and call it done. Others blast prospects with daily calls but never answer their actual questions about pets, fees, or credit requirements.

The findings reveal both a significant challenge and a major opportunity for operators to boost occupancy through smarter follow-up strategies.



About The Data:

Here's the harsh truth: the top 15% of properties that use a multi-channel follow-up strategy generate **6x more tours than the average property.**

Flair used its secret shop tool to create test guest cards at various properties, allowing the tracking on how leasing teams followed up with prospects.

Nurture Boss shared average data from its AI leasing assistant, automation, and chatbot tools, which engage prospects and renters through web, phone, and SMS.

This report breaks down:

- 01 | Follow-Up Channel Benchmarks (Top Properties vs Average)
- 02 | Response Speed
- 03 | Communication Channels
- 04 | Follow-Up Persistence
- 05 | Messaging Strategy
- 06 | Multi-Touch Results
- 07 | Implementation Priority
- 08 | Closing the Follow-Up Gap

Let's get into it!



01 Follow-Up Benchmarks

Before we dive in, let's understand how average properties compare to the top 15%. The difference comes down to three things: channels, speed, and persistence. Average properties tend to rely heavily on email, while the top **15% layer in phone calls and text in addition to email to connect with renters on their preferred platforms**. Average response times stretch past a day, but top performers respond while the renter is still engaged.

Many properties stop outreach after just a few touches, yet the top 15% continue **nurturing until the renter makes a decision**. These factors are what separate communities that struggle to fill units from those that consistently achieve strong occupancy.

TOP PROPERTIES USE 6X MORE TOUCHPOINTS

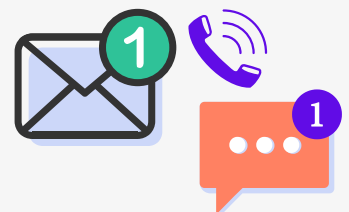
| Property Performance | Channels Used | Avg Response Time | Total Touchpoints |
|----------------------|---------------|-------------------|-------------------|
| Average | 1-2 | 36 hours | 5.58 |
| Top 15% | 3 | 8 hours | 10.89 |

Key Performance Gaps:

- **Multi-channel advantage:** Top properties use email + text + phone vs. single-channel approaches.
- **Speed kills competition:** Top properties respond 4.5x faster than average properties.

WHAT TO DO WITH THIS INFORMATION:

Start by implementing all three channels (email, text, phone) first, then work on speed. Speed doesn't matter nearly as much if you're only using email.



02 Response Speed

Response speed determines whether prospects **move on to your competitors**. Multi-channel communication takes slightly longer initially because staff must coordinate across platforms (note: AI lead nurturing tools can help), but prospects stay engaged longer when they can choose their preferred communication method (and you have 100% confidence they saw your follow-up).

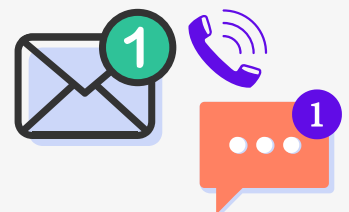
CHANNEL COVERAGE BEATS PURE SPEED

Response Time by Channel Strategy:

| Email + Phone | Email + Text | Text Only | Phone Only | Multi-Channel (All Three) |
|---------------|--------------|-----------|------------|---------------------------|
| 14.7 Hours | 24 Hours | 138 Hours | 192 Hours | 31.7 Hours |

WHAT TO DO WITH THIS INFORMATION:

Focus on covering all three channels within a day rather than being fastest on a single, less effective channel.



03 Communication Channels

Channel strategy determines your competitive positioning. It's not enough to rely on one form of outreach. Renters are checking emails, responding to texts, and picking up phone calls at different times and for different reasons. Properties that limit themselves to a single channel risk losing prospects to competitors who are showing up across multiple touchpoints.

85% OF PROPERTIES LEAVE SIGNIFICANT MONEY ON THE TABLE

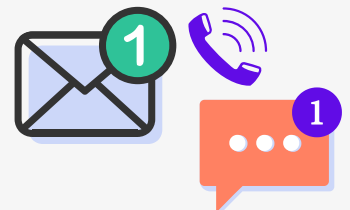
Why 85% stick to single/dual channel: Most properties cite staffing constraints and technology limitations.

Channel Distribution Across 1,100+ Properties:

| Email + Phone | Email + Text | Email Only | No Follow-Up | Multi-Channel (All Three) | Other Combinations |
|---------------|--------------|------------|--------------|---------------------------|--------------------|
| 26% | 15% | 23% | 14% | 15% | 7% |

WHAT TO DO WITH THIS INFORMATION:

Texting is likely your lowest-hanging fruit. Add texting to your current setup immediately. Properties incorporating texting see 600% more tours, according to Nurture Boss.



04 Follow-Up Persistence

Persistence plays a critical role in better leasing outcomes. Nurture Boss data shows it takes an **average of eight touchpoints to generate a tour and ten or more to generate a lease application**. Properties that stop follow-up too soon risk leaving qualified prospects unconverted, while communities that maintain consistent outreach are far more likely to capture those leads before competitors do.

47.6% QUIT RIGHT BEFORE CONVERSION

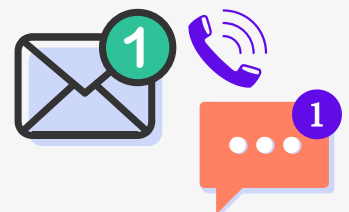
The Persistence Problem:

- **47.6%** of properties stop all follow-up within 15 days
- **Survey median:** 7 touchpoints
- **Conversion requirement:** 8 touchpoints to generate a tour, 10 touchpoints to generate an application
- **Most properties quit at:** 5-6 touchpoints

Why properties quit early: Staff assume no response means no interest. But prospects often need 30+ days to make decisions due to lease timing, roommate coordination, and financial planning.

WHAT TO DO WITH THIS INFORMATION:

Extend follow-up sequences to 45 days minimum. Map touchpoints 8, 9, and 10 to coincide with common decision points: lease renewal notices (60 days out), roommate discussions, and move-in timeline planning.



05 Messaging Strategy

Messaging strategy affects reply rates and prospect engagement. Timely, personalized communication increases the chances that prospects respond and schedule a tour.

ANSWER QUESTIONS, DON'T PITCH FEATURES

Speed to Resolution > Speed to Contact

Instead of: "Hi Sarah! Just checking in about your interest in Oakwood Commons. Any questions?"

Try this: "Hi Sarah - I saw you looked at our 2BR units. We get a few frequently asked questions so I thought I'd answer a few of those for you right now.

- *Do we allow pets?* Yes, we allow dogs and cats up to 50lbs (\$350 deposit).
- *What's the cost of utilities?* They average \$85/month.
- *Can we hold a unit?* We can hold a unit with approved credit (620+ score).

I'd love to show you around our community. Would you like to schedule your tour?"

Most common prospect questions:

- Pet policy and fees
- What's included in rent
- Credit/income requirements
- Available move-in dates
- Parking availability

WHAT TO DO WITH THIS INFORMATION:

Create templated responses for the top five prospect questions. Staff should answer specific concerns in every touchpoint rather than sending generic "checking in" messages. When evaluating AI leasing providers, such as Nurture Boss, who could automate these messages, test their speed to resolution, not just speed to contact.



06 Multi-Touch Results

Multi-touch sequences will help your property stay top of mind. Communities that rely on a single touch or stop outreach too soon risk losing leads to competitors who maintain consistent engagement.

THE 10.89 TOUCHPOINT ADVANTAGE

Why multi-channel works:

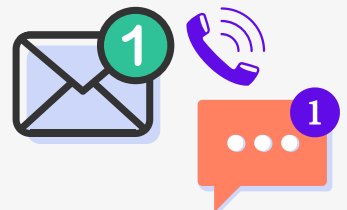
- **Email:** Documentation prospects can reference
- **Text:** Immediate responses for urgent questions
- **Phone:** Personal connection for complex situations

Sample winning sequence:

- **Email:** Welcome + FAQ answers (Day 1)
- **Text:** Tour availability (Day 2)
- **Phone:** Follow-up call (Day 5)
- **Email:** Property highlights (Day 10)
- **Text:** Move-in special reminder (Day 15)
- **Phone:** Check-in call (Day 20)
- **Email:** Lease timeline discussion (Day 30)
- **Text:** Final availability update (Day 40)

WHAT TO DO WITH THIS INFORMATION:

Map eight specific touchpoints across 45 days using all three channels. Alternate between answering questions (emails), scheduling actions (texts), and building relationships (calls).



07 Implementation Priority

Week 1: Add texting capability

- Layer in SMS as soon as possible (text sees open rates of 90% versus emails 19%–23%)

Week 2: Extend sequences to 30 or more days

- Build 8-touchpoint templates
- Train staff on question-focused messaging vs. generic check-ins (this may require re-alignment of KPI's - we're looking at you "engagement score")

Week 3: Optimize phone

- Schedule specific call days (1, 5, 10)
- Create scripts for common prospect questions

The 15% who do this well dominate their markets. The 85% who don't are leaving 6X tour potential on the table.

08 Closing the Follow-Up Gap

The multifamily industry is facing a clear call to action: prospects need quick, personal, and authentic follow-up across multiple channels. Communities relying on email alone or stopping outreach too soon are missing opportunities to convert interest into signed leases.

The winning formula blends AI-powered nurturing with human-led outreach. By striking the right balance, property management companies can reduce response times, increase tours scheduled, and improve occupancy rates.

ENJOYED THIS DATA?

[If you read this and are now curious how your property's follow-up strategy stacks up against the top 15%, we partnered with Nurture Boss to give you a free Benchmark Report & Action Plan. Get one now!](#)