



Leasing Operations

Global Leader Achieves **75% Reduction in Project Turnaround Time** with Strategic Marketing Cloud Implementation

A leading organization, specializing in leasing operations, aimed to enhance its profitability and competitive edge by significantly reducing the "Time to Turn" for its leasing units. The client sought to overcome challenges posed by inefficient leasing processes, siloed systems, and delayed communication, which hindered revenue potential and operational efficiency.

Highlights

- The client recognized that disparate technology systems caused siloed operations, delayed data updates, and inefficient tenant communications.
- iOPEX's approach focused on a comprehensive integration strategy, involving Salesforce, Marketing Cloud, and MuleSoft, to streamline operations and enhance tenant communication.
- The implementation drastically reduced leasing turnaround time by 75%, resulting in increased revenue and an enhanced customer experience.

Business Challenge

The client sought to streamline their leasing process. A primary goal was to reduce the 8-week unit turnaround time. This improvement would increase unit availability and revenue. Current business challenges included:

Process Inefficiencies

The time required to prepare and lease a vacant unit, known as "Time to Turn," frequently extended up to eight weeks. This prolonged turnaround directly impacted potential revenue by significantly reducing the overall availability of rental units. Delays in this process created a bottleneck in the leasing cycle.

System Silos

Existing operational systems within the organization lacked proper integration, creating system silos. This led to disjointed workflows and delayed the updates and accessibility of critical data. The absence of a unified platform hindered efficient information flow.

Inefficient Communication

Tenant communications were hindered by the use of fragmented systems. This setup prevented a cohesive approach to managing resident interactions and disseminating important information. The lack of a centralized communication platform led to delays in reaching tenants effectively.

iOPEX Solution

Advanced Marketing Cloud Implementation

Developed personalized customer journeys in Marketing Cloud to improve communication and engagement with prospective and existing tenants. This meant automated updates on unit availability and leasing milestones, ensuring tenants always had the latest information.

We also implemented Email Studio for bulk campaigns and Social Studio for engaging with tenants on social platforms, ensuring broader reach and faster responses.

Seamless Salesforce Integration (Marketing Cloud Connector)

Imagine managing all tenant interactions and lease operations from a single, central hub – that's what we helped the client achieve. The seamless connection of Salesforce with Marketing Cloud created a single platform to manage tenant interactions and lease operations.

This enabled real-time updates and notifications for leasing teams and tenants, improving the tracking of the tenant lifecycle and providing analytics for better decision-making.

Backend System Integration with MuleSoft (Yardi and Core Systems Integration)

We utilized MuleSoft as the ultimate connector, directly linking Yardi and other core systems to Salesforce and Marketing Cloud. This created a unified data flow for lease management, unit readiness updates, and tenant records.

Manual processes were automated, reducing errors and operational delays, and a scalable framework was established for future integrations.

The Impact

iOPEX's approach led to significant benefits for the client:

75% Reduction in “Time to Turn”

The time required to prepare and lease units decreased from 8 weeks to just 2 weeks.

11% Revenue Increase

This improvement enabled quicker unit availability, resulting in an 11% revenue increase.



About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation solution provider headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver rapid results that enable businesses to enhance efficiency and accelerate revenue growth without endless timelines. Over 70 global brands trust iOPEX as a strategic partner to break down complex transformations into manageable steps, deliver practical AI-led solutions, and achieve results that scale. Contact us at marketing@iopex.com

