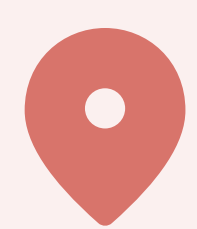


How a Property Management Firm **Increased Tenant Conversions by 20%** With Property Management CRM

ABOUT THE FIRM

The firm oversees 18 properties, including mobile home parks, tiny homes, and multifamily apartments. Their team needed a **centralized system to track property performance metrics**—like vacancies, delinquencies, and prospect interactions—and to **manage communications across multiple platforms** including Mailchimp, RingCentral, email, and SMS.



California



10+ Property Managers

THE GOAL

The firm wanted to **unify property managers under one system** that offered visibility into day-to-day activities, automated follow-ups, and integrated reporting—without switching away from RentManager, their existing application and unit management system.

THE CHALLENGE

They lacked a real-time, unified system to manage the full prospect journey—from initial inquiry to signed lease. Property performance data such as unit vacancy, delinquency rates, and revenue reporting **required multiple clicks across disconnected systems**.



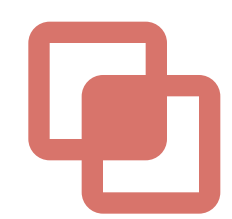
What We **Provided**



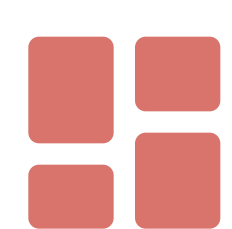
A **standardized Prospect pipeline** to track and convert prospects across multiple channels



Automated follow-ups via email/SMS to schedule tours and encourage applications



Integration with RentManager to sync key metrics like days overdue, days vacant, and vacancy rates



Dashboards for Property Financials, Marketing, Tenants, & Prospect activity



Task assignment tools for property owners to delegate requests and track resolution



The Outcome



Increased number of inbound prospect channels



Got a live **Prospect pipeline integrated with RentManager** for application tracking



Prospect-to-tenant **conversion rate increased by 20%**



Got real-time **dashboard reporting** for property and financial performance



Scale Your Prospect Efforts & Increase Tenant Conversions with Property Management CRM

Schedule a Demo →

