

# From Disconnected Leads to Automated Prospect-to-Tenant Conversions





## Background

Retus Property Solutions, based in Jacksonville, manages a **250-unit residential portfolio** using Rent Manager as its core property management system.

With growing lead volume, the team needed better prospect visibility, consistent follow-up across the leasing cycle, and reporting that investment stakeholders could rely on.

Without a unified system, lead intake was **fragmented across Homes.com, Rent.com, Zillow, email, and phone**. Manual follow-ups were slow, and qualified prospects regularly went dark.

## Challenges

-  **Disjointed Lead Management**  
Prospects from Homes.com, Rent.com, and Zillow were never automatically created or tracked. Every lead required manual entry.
-  **Manual Communication at Scale**  
Follow-ups and lead qualification depended entirely on staff availability, making the process slow, inconsistent, and impossible to scale.
-  **High Volume, Zero Organization**  
With nearly 30 leads daily, consistent follow-up was out of reach. Investment stakeholders had no reliable view of pipeline or conversion rates.
-  **Limited Reporting Visibility**  
Prospect-to-tenant conversion rates and pipeline stages were untrackable. Disconnected tools left gaps in the data that mattered most.



# How We Implemented Automation

01

## Centralized Lead Management

- Synced Rent Manager with the property management CRM
- Unified all prospect communications into one hub
- Integrated Facebook Ads directly into the CRM pipeline

### Key capabilities delivered:

- ✓ Every lead automatically created and tracked from day one
- ✓ Full prospect history and communication timeline in one place
- ✓ Zero manual entry required across all lead sources

### IMPACT

Every lead is now **automatically captured and tracked** across all channels. No manual entry. No prospects falling through the cracks.

02

## Automated Prospect-to-Tenant Pipeline

We built automated workflows for each stage of the leasing journey, with targeted email and SMS sequences for:

- New prospects
- Abandoned applications
- Move-in-ready conversions

### Configuration Highlights:

- ✓ Full Rent Manager integration with no data gaps between systems
- ✓ Automated email and SMS for every stage of the leasing cycle
- ✓ Complete automation from first contact to lease signing

### IMPACT

Prospect-to-applicant conversion rose by **more than 23%**. Monthly prospect volume grew by **~10%**. All communication now runs through CRM automatically.

03

## IDX Integration for Website Lead Capture

- Connected the brokerage IDX to list all available units on the website
- Prospects schedule tours directly from the listing page
- All new leads flow into the CRM automatically

### IMPACT

Retus now has a **fully automated website-to-Rent Manager pipeline**. New lead source added, conversion tracked end to end, zero manual steps required.

04

## Automated Tour Scheduling

We configured:

- Calendly integration for self-serve booking based on manager availability
- Tour confirmations and reminders sent automatically
- All bookings synced to CRM and Rent Manager in real time

### IMPACT

Manual scheduling eliminated. **No missed tours. No double-bookings**. Prospect experience improved at the exact moment they are ready to commit.

## Solutions Summary

Rent Manager synced with CRM for centralized lead tracking

All prospect communications unified into one hub

Facebook Ads integrated directly into the CRM pipeline

Tour scheduling, follow-up, and move-in conversions fully automated

## Results & KPIs

Since implementation, Retus Property Solutions has achieved:

**23%**

Prospect-to-Applicant  
Conversion Increase

**~10%**

Monthly Prospect Volume  
Growth

**4**

Automated Workflows  
Deployed

**100%**

Email & SMS Communication Centralized in  
CRM

**0**

Manual Lead Entries Required Post-  
Automation

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