



# From Fragmented Leasing to **Automated Prospect-to-Applicant Conversions** with PM CRM

How a 12,000-unit property management company replaced manual leasing workflows with a fully automated, AI-powered prospect pipeline.

BACKGROUND

### The Starting Point

Parakeet Communities manages **12,000+ residential units across 68 properties** nationwide, with Rent Manager as its core property management platform.

As inbound lead volume grew across Zillow, Apartments.com, Rent.com, Homes.com, and company websites, the operations team needed a centralized CRM to **automate prospect engagement, improve pipeline visibility, and drive higher conversion rates** without adding headcount.

Without a connected system, leasing staff were manually capturing, qualifying, and following up with thousands of prospects each month. Leads went cold. Opportunities were lost. And there was no clear view of what was working.

12,000+

Residential Units

68

Properties Nationwide

5

Listing Platforms

0

Unified System (before)

CHALLENGES

## Where the Cracks Showed



01

### Disconnected Lead Management

Prospects from five major listing platforms arrived in separate inboxes with no automatic routing, deduplication, or assignment, forcing leasing agents to manually piece together the funnel.



02

### Manual Follow-Up at Scale

With thousands of monthly inbound leads, staff could not consistently reach out fast enough. Slow response times caused prospects to go cold before a tour was ever scheduled.



03

### No Visibility Into Conversion Metrics

Leadership had no reporting on prospect-to-tour rates, lead source performance, or agent response times, making it impossible to identify gaps and improve results.



04

### Tour Scheduling Bottlenecks

Manual back-and-forth scheduling delayed engagement at the highest-converting stage of the leasing funnel, creating friction that cost move-ins.

## HOW WE IMPLEMENTED

# Automation, Step by Step

Five interconnected workstreams deployed to build a fully automated leasing engine from the ground up.

**STEP 01****Centralized Lead Management System**

We implemented a property management CRM fully integrated with Rent Manager, creating a single system of record for every inbound prospect, regardless of source.

Zillow sync

Apartments.com

Rent.com

Homes.com

Website lead capture

AI voice integration

Automated routing

Unified inbox

**IMPACT**

Every inbound prospect is now **automatically captured, assigned, and entered into a nurture workflow**. Zero manual data entry required.

**STEP 02****Full Prospect-to-Applicant Pipeline Automation**

We designed end-to-end automation workflows covering every stage of the leasing journey, from first inquiry through application submission.

Lead engagement (email + SMS)

Nurturing campaigns

Tour reminders

Abandoned application recovery

Post-tour follow-up

Instant response &lt;5 min

**IMPACT**

Leasing staff eliminated repetitive manual follow-ups. **Prospect-to-applicant conversion rates improved substantially** across all 68 properties.

**STEP 03****AI Voice Agent Integration**

An AI voice agent was embedded directly into the leasing pipeline to handle initial prospect engagement around the clock, extending the team's reach without adding staff.

24/7 inbound handling

Lead qualification calls

Missed call callbacks

Tour scheduling via voice

CRM pipeline handoff

**IMPACT**

Prospects now receive **immediate engagement regardless of office hours**, eliminating after-hours lead drop-off entirely.

HOW WE IMPLEMENTED (CONTINUED)

STEP 04

**Website & Listing Source Synchronization**

We connected every marketing channel — company websites, ILS listing pages, and paid sources — directly into the CRM, creating a real-time unified intake funnel with full source attribution.

- Website forms to CRM
- Live unit availability sync
- Self-schedule buttons on listings
- Real-time lead creation
- Source attribution per lead
- Zero manual intake

IMPACT

Parakeet now operates with a **fully automated prospect intake process** from the first website visit through application submission.

STEP 05

**Self-Service Tour Scheduling with Full Automation**

We replaced manual scheduling with a self-service system that lets prospects book tours in real time, with automatic confirmations, reminders, and post-tour follow-up built in.

- Self-service booking
- SMS + email reminders
- Calendar sync
- Real-time CRM updates
- Post-tour follow-up
- No-show prevention

IMPACT

**Manual scheduling workload was dramatically reduced**, driving measurable gains in tour-to-application rates across all 68 properties.

“Optimal product suite and great onboarding experience.”



**Leslie Croft**

Director of Sales and Marketing · Parakeet Communities

## RESULTS

# What Parakeet **Built and Achieved**

Since system go-live, Parakeet Communities operates with a fully connected, automated leasing engine across all 68 properties.

## 15%

Increase in prospect-to-applicant conversion rate

## 20%

Decrease in tour no-shows after automated reminders

## 5

Listing sources auto-synced into one prospect pipeline

## 24/7

AI Voice coverage. No prospect left unengaged

## 0

Manual steps required from inquiry to CRM entry

READY TO GET STARTED?

# Automate Your **PM CRM Pipeline**

See how Mav Consulting Group can build a fully connected, prospect-to-applicant system for your portfolio — just like we did for Parakeet Communities.

[Get a Personalized CRM Recommendation →](#)

WEBSITE  
mavconsultinggroup.com

PRODUCT  
PM CRM