

Leasing Assistant vs. Marketing Automation: A Side-by-Side Comparison of Two Popular Multifamily Technologies

The subject of this story is a property management company (PMC) with 100 properties currently under management across the US. With explosive growth of 30% expected over the next year, the PMC team was taking a serious look at how they can offer better online experiences to their prospective renters while also maximizing their lead funnel.

The EVP of Marketing at the PMC began working with PERQ several years ago for their capabilities around improving the customer experience on property websites. As users of many technologies, integrated to ensure a smooth consumer experience and no holes in their data, this PMC is on the cutting edge as multifamily digital marketers. They leverage an Entrata tech stack integrated with Engrain. The EVP added PERQ to the mix to improve the engagement of prospective renters with their online experiences. With PERQ, she began seeing better conversion to guest card and continued to be a trusted partner to keep their website performing.

When PERQ added new capabilities to its platform, the EVP was intrigued. On one hand, her experience with PERQ was very positive and she was game to give new things a try. On the other hand, there were other technologies in the market and she wanted to be able to prove with data the technology that would be best suited for her company.

PERQ worked with the EVP to set up a process to pilot two technology scenarios against one another to determine which had the better outcome. The two approaches she compared against one another were:

- PERQ
- A well-known AI leasing assistant

The PMC set up five of their property websites with the PERQ AI marketing automation platform and eight of their properties with the AI leasing assistant solution. After running the side-by-side comparison, she reviewed the results. Here's what she found.

The PERQ Marketing Automation Platform vs the AI Leasing Assistant

- In a side-by-side comparison of lead-to-tour conversion, PERQ outperformed the leasing assistant by 20%.
- PERQ's website lead production was 129% more than that of the AI leasing assistant.
- Tours went up 136% with PERQ.
- PERQ handled 90% of the tour scheduling automatically without a human vs. 23% with the AI leasing assistant.
- PERQ's NLP assistants performed nearly 4X better conversationally than the competitive AI leasing assistant.

CHALLENGES

Offering better online experiences to their prospective renters while maximizing their lead funnel

SOLUTION

PERQ Marketing Automation Platform

RESULTS

- PERQ captured 129% more leads from the website than the leasing assistant
- PERQ outperformed the leasing assistant by 20% on lead to tour conversions
- Tours went up 136% with PERQ
- 90% of the PERQ tours were by automation vs. only 23% of the tour scheduling automated by the assistant
- Higher conversation rates from nurture due to PERQ nurturing longer

When the EVP dove further into some of the other findings, she realized that PERQ's AI-powered cross-channel nurture produced higher conversion rates than the competition's nurture, offering on average four more touchpoints to engage the rental prospects. And, the increase in conversion on the website was an important point for the EVP. The enhancements to the website that are powered by PERQ resulted in more leads without her having to spend more with advertisers.

Today, the PMC leverages the PERQ platform to supercharge their lead management. They're enjoying a holistic approach to their tech stack where everything works smoothly together. "The PERQ platform has been a game changer for us. With our conversions performing better, we can control our marketing spend. The highly performing NLP assistants and AI nurturing take mountains of manual work off the plate of our onsite teams, and we know we're giving prospective renters a better experience with our brand by the continued results we see," says the EVP.

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EVP of Marketing

PERQ'S CAPABILITIES

PERQ integrates with your website and lead sources to engage, nurture and convert every lead.

- AI Lead Capture
 - Website
 - Google
 - Phone
- AI Lead Nurture for all lead sources
 - SMS
 - Email
- Conversational AI
 - Website
 - Email
 - SMS
 - Google Messenger
 - Call to Text
- Data and Automation Engine
 - Centralized Prospect Data
 - Advanced lead source attribution
 - BI API
 - Complete prospect journey record

PERQ's AI marketing automation platform outperforms lesser leasing assistant technologies.

Interested? [Request a demo](#) or [visit perq.com](#)

PERQ

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PERQ platform combines automation and personalization to provide prospective renters from all your lead sources with 24/7 chat across channels, bespoke website experiences, and personalized nurture outreach to help PMCs achieve and maintain high occupancy with less work and cost.