

# Multifamily PMC Lowers ILS Spend, Increases Speed to Lease, and Decreases Vacancy Losses with PERQ

## THE STORY

A large property management company (PMC), rated top 20 in the country by NMHC, has been involved in multifamily real estate investment and management since the early 1990s. They manage upwards of 70,000 apartment units across more than 20 states.

While evaluating multifamily automation technology, their head of marketing learned about PERQ and decided to add PERQ in a region, adding individual communities at different times to isolate PERQ as the factor creating the impact.

The PMC immediately began seeing “discernable and quantifiable performance changes” on the properties. Among them were improvements around lead performance, lead management process, and costs. In addition to the below,



the PMC also saw the following results at the 12 properties where they originally added PERQ:

- **30% increase in lead to tour conversion** YoY
- **30% increase in tour shows** with 700+ additional tours executed, even amid ILS package decreases and traffic down nationwide 7-17%
- **14,708 questions were answered** by PERQ’s automation with 51% of those being after hours
- **24K leads were nurtured** by PERQ
- **16K leads** were added to the marketing database
- **9% increase in average closing ratios.** While factors such as product quality, pricing, move-in specials, and sales techniques may introduce variability, the consistent uptick suggests that PERQ played a role in influencing these outcomes.

With the results realized above, this PMC can offer an improved consumer experience without requiring more work from their onsite teams. Their leads continue to be nurtured by PERQ instead of losing out future renters by cancelling guest cards after three follow ups. As a whole, they're maximizing on the PERQ promise of "More leases. Less work and cost."

## THE RESULTS

**\$83k**

### Advertising Cost Savings

Total reduction in advertising spend: \$83,808 annually

**29  
days**

### Speed to Lease

Faster application receipt led to PERQ units being leased 29 days faster on average than non-PERQ leases

**24  
days**

### Decreased Vacancy Loss

Increased close rate and faster application receipt led to PERQ leases being vacant 24 days less than non-PERQ leases

*PERQ is the multifamily platform that helps PMCs achieve high occupancy with less work and cost. It combines cutting-edge AI tools to help PMCs become a powerful lease magnet. With AI tools for PPC and social advertising, lead capture, cross-channel conversational AI, nurture automation and personalization, PERQ orchestrates more than 4 million remarkable experiences to marketing leads from every lead source each year. Today, over 150 PMCs use PERQ to attract, engage, and sign more lease prospects.*

**More leases. Less work and cost.**

**PERQ**

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