

 **ALLIANCE****Location**

Nationwide

Units managed

81,000+

Portfolio

Developed, Owned & Managed; Residential & Mixed-Use

Product

LeadManager™

“ We needed a more sophisticated platform to provide insight into the full lifecycle of a lead. ”

Catherine Swaback
Regional Marketing Director

The Challenge**Some Leads Were Slipping to Oblivion**

As the nation’s largest multifamily developer and seventh largest apartment manager, Alliance Residential Company understood that using paper guest cards to manage leads was something of an antiquated concept.

“Prior to having any sort of lead management platform, we handled everything manually at the site level,” said Catherine Swaback, regional marketing director for Alliance. “Our practices were highly subjective with little visibility at the corporate level.”

With no streamlined structure in place, leasing agents were following up on leads with wide-ranging tactics and varying results – and often only following up on hot leads. Tracking the results became somewhat subjective as well. Alliance recognized the challenges and sought a more efficient solution.

The Solution**Assisting the Development**

Alliance not only wanted to implement a product to help manage leads, but also to be part of the process. So in 2011, the residential giant sought out Entrata to help develop LeadManager as a more sophisticated way to obtain, track and manage leads.

At the crux of Alliance’s focus were secondary leads. While following up on hot leads led to a solid conversion rate, ignoring or paying lukewarm attention to the secondary leads left something on the table.

“ Whether the prospect is going to sign a lease tomorrow or take six months to make a decision, the data is captured to ensure we appropriately follow up on every single lead. ”

Catherine Swaback
Regional Marketing Director

“Our ultimate goal with lead management is to capture as much data as possible to create a complete picture of the lead lifecycle,” Swaback said. “By partnering with Entrata and sharing what we were seeing with our existing lead management practices, we were able to influence the development of the platform from the standpoint of how an operator would use it.”

The result of the partnership was LeadManager, a product that increases lead conversion numbers, improves response speed and maximizes the total number of leads by consolidating guest traffic into an efficient, user-friendly dashboard.

The Results

More conversions, more visibility

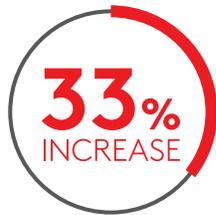
The lead conversion rate went down for Alliance, but that’s not a bad thing. That’s because the total number of conversions went up.

For example, say 90 leads came to a particular community in a month. Prior to the implementation of the new system, Alliance might have followed up on 30 of the hottest leads and closed 10 for a 33.3 percent success rate. With LeadManager in place, Alliance follows up on all 90 leads, even those of low quality, and closes 20. The conversion rate might not be as glitzy, but the bottom line more than doubles.

“It was really a matter of changing the mindset of our associates,” Swaback said. “Seeing the conversion rates decrease was acceptable — because, with this new system, we are able see and truly dissect all of our data and metrics, ultimately enabling us to better understand the full lifecycle of each lead and make strategic business decisions.”

Now, any lead generated from an online source automatically populates into the system. Walk-ins are entered into the same system, rather than written on a notecard, so all leads are in one platform. In addition, LeadManager offers call tracking and monitoring, which identifies who is called and how well your staff is communicating.

Leads in First Year of Using LeadManager



All-time Leads Since Using LeadManager

