



## Fore Property Company

### Location

Western US

### Units managed

19,000+

### Portfolio

Owned & Managed

### Product

ProspectPortal & Craigslist Posting Tool

“If a manager sees someone posting 20 times a day, they’ll say, ‘Well I can’t be doing five.’ They don’t want their bosses to see that.”

### Amber Ammons

Fore Property Management

## Introduction

Fore Property Company (FORE) is a full service real estate company that develops, owns, and manages multifamily communities nationwide. As a vertically integrated multifamily real estate firm, FORE has developed and managed approximately 19,000 apartments spanning 38 cities across 15 states. FORE began implementing Entrata’s Craigslist Posting Tool more than a year ago to combat increasing ghosting rates and improve the efficiency of posting ads on Craigslist.

## The Challenge

### When Posting Ends in Ghosting

Depending on the number of times they post, an on-site associate can spend several hours each day posting apartment ads on Craigslist. That’s a significant amount of time, much of which could be put to use on other revenue-generating activities, such as following up on leads. But the real tragedy is when Craigslist “ghosts” those ads based on an algorithm designed to prevent fraudulent ads and spam. When an ad is ghosted on Craigslist, it is visible to the poster but invisible to everybody else who visits the site.

“Our on-site associates get very frustrated when their ads are ghosted,” says Amber Ammons, marketing and training director for FORE. “Their managers hold them accountable for the number of ads they post on Craigslist each day and ghosting makes it difficult for them to meet their requirements.”

“With the Craigslist Posting Tool, it’s just more efficient. Our properties and our associates are much more likely to follow our direction and complete their posts like they should because it’s so easy. Posting directly to Craigslist without the tool was cumbersome and time consuming, so it was difficult for them to post as often as we asked. Now, we are getting increased traffic across all properties from Craigslist because of it.”

**Amber Ammons**  
Fore Property Management

## The Solution

### Who You Gonna Call? Entrata

The goal for many apartment operators is to keep ghosting at a minimum while maintaining a premium spot on Craigslist in order to drive as many qualified leads as possible. That’s easier said than done, which is why many apartment operators, like FORE, are turning to Entrata’s Craigslist Posting Tool to do the work for them.

The Entrata posting tool created efficiencies FORE couldn’t get with other posting tools available on the market, allowing communities to maintain a premium spot on Craigslist.

“We’re more successful at getting all of our posts on Craigslist and staying on top of the search results,” Ammons says. “With the Craigslist Posting Tool, it’s just more efficient. Our properties and our associates are much more likely to follow our direction and complete their posts like they should because it’s so easy. Posting directly to Craigslist without the tool was cumbersome and time consuming, so it was difficult for them to post as often as we asked. Now, we are getting increased traffic across all properties from Craigslist because of it.”

In addition, the Craigslist posting tool enables apartment operators to post ads that are in line with the unique brand of their company and the apartment community. Traditional Craigslist ads have very little visual appeal other than what can be created with images. “We are always looking for ways to create unique images and unique ways of displaying our information, and the Craigslist Tool really helps us do that,” Ammons says. “There are so many options for how you display your photos and use language to get your point across.”

Since Entrata built the tool to adhere to best practices and comply with Craigslist terms and conditions, each of the features not only simplifies posting workflow, it also intuitively helps prevent ghosting. The system will actually warn users if they are attempting to create an ad that has a high chance of being ghosted.

## The Results

### Less Ghosting, More Posting

The ghosting prevention features of Entrata’s Craigslist Posting Tool are definitely paying off for FORE. In fact, FORE’s ghosting rates have decreased nearly 30 percent on average at the communities that have implemented the tool starting in 2012.

On-site teams are able to post more often because the Craigslist Posting Tool has significantly reduced the amount of time it takes to post an ad on the site. According to Ammons, an associate can now post in as little as five minutes, compared with the 30 to 45 minutes needed to complete a post manually. That gives associates more time to address customer service issues, show apartment homes and secure more leases.

And, perhaps most importantly, FORE is now optimizing an important lead source. Craigslist is the largest source of online leads for FORE communities and one of the top sources for converted leads. In fact, more new FORE residents list Craigslist as their primary lead source than any other source, and FORE’s ability to post more efficiently is consequently translating directly to more leases.

“Our properties are very competitive,” says Ammons. “If a manager sees someone posting 20 times a day, they’ll say, ‘Well I can’t be doing five.’ They don’t want their bosses to see that.” What FORE’s bosses are seeing are more posts and fewer ghosts at the 30 apartment communities using the Entrata Craigslist Posting Tool.

## Ghosted Ads

