



Provide leasing teams with instant confirmation of a prospect's pre-qualification status.

## Challenge

Unqualified prospects cost the leasing team valuable time. Prospects reached out to the community without providing their income information, making it impossible for the leasing team to know which prospects were qualified. The team spent precious time following up with each prospect just to find out a large portion was unqualified to live at the community. Time wasted on unqualified prospects could have been spent addressing those who did qualify.

## Solution

The community implemented Income Calculator on their website to optimize operations and save time. All Income Calculator leads were automatically pre-qualified based on custom income-qualification settings for the community. When a prospect submitted their information, Income Calculator instantly ran the calculations and notified the team which prospects were Pre-Qualified and which were Unqualified. This automation saved the team from manually qualifying each lead and allowed them to focus their efforts on the Pre-Qualified leads.

