



Challenge

The community had potential leads coming to their site with an inquiry but not engaging with them or calling to set up a tour. The property also did not have enough resources to try and respond to inquiries before the potential lead lost interest.

Solution

Live Chat was added to the community's site, allowing our team to answer questions apartment-seekers had and turn them into high-quality leads and tours. Chat was present on every page of the apartment community's website.

Results

Over a 9 month period, 95 engagements were recorded with over a 70% lead conversion rate resulting in 67 warm leads. Of those leads, 19 went on to sign a lease with the complex after Live Chat was implemented.

Interact With Your Leads Faster Than Ever

With Live Chat, you will never lose a lead because of a slow response time. Our Chat team is available during business hours to answer inquiries and move leads down the marketing funnel.

Our chat team responds quickly and accurately, averaging 5-second response times.

