

AFFORDABLE HOUSING COMMUNITY PRE-QUALIFIES 56 LEADS WITH INCOME CALCULATOR

**The
Results**

56
Leads
Generated

30
Qualified Leads
Identified

26
Unqualified Leads
Identified

4
Leases
Secured

The Situation

A busy and short-staffed affordable housing leasing team was overwhelmed each day with lead inquiries. The team was spending precious time following up with each prospect only to find out that most leads were unqualified to live in the community.

The Solution

A Conversion Logix account manager helped the community set up [The Conversion Cloud](#)®'s Income Calculator app on their website to streamline the pre-qualification process.

These leads were automatically pre-qualified based on the community's custom income-qualification settings. When a prospect submitted their information, [Income Calculator](#) instantly performed calculations and notified the team which prospects were pre-qualified or unqualified. Qualified prospects were notified of their approved status while unqualified applicants received an automated response that their information was being processed. This gave the onsite team the opportunity to follow up with those leads to ensure they completed the process correctly.

This automation saved the team from manually pre-qualifying each lead and allowed them to focus their efforts on the pre-qualified leads, which converted four leads into leases.

Key Takeaway

By promoting a self-serve income pre-qualification process, affordable housing communities can increase lead generation and qualification without adding headcount. Automating income qualification reduces the burden on onsite teams to field inquiries from unqualified prospects giving them more time to nurture qualified leads.

