



MANAGE YOUR PIPELINE TO MEET NEW CONSUMER EXPECTATIONS

Tony Small, VP and General Manager, Premier Agent

WE GET A LOT OF INFORMATION

50K+

consumers consulted per year for quantitative and qualitative research

150K+

site survey respondents per year

7K

conversations with multifamily professionals each month

PROFESSIONALS HAVE A LOT ON THEIR PLATES

From P+M survey, 70% of have responsibility in the following:



PROFESSIONALS HAVE A LOT ON THEIR PLATES

From P+M survey, 70% of have responsibility in the following:



ROI is worth more
of your time than
you're giving it now.



WHY IT'S IMPORTANT

It's an area you control a lot



Marketing

How the campaign performs

How many people contact you

Who contacts you



Lead

When you respond to the lead

How you respond to the lead



Tour

How the prospect likes the building and apartment

How the prospect's finances and background check



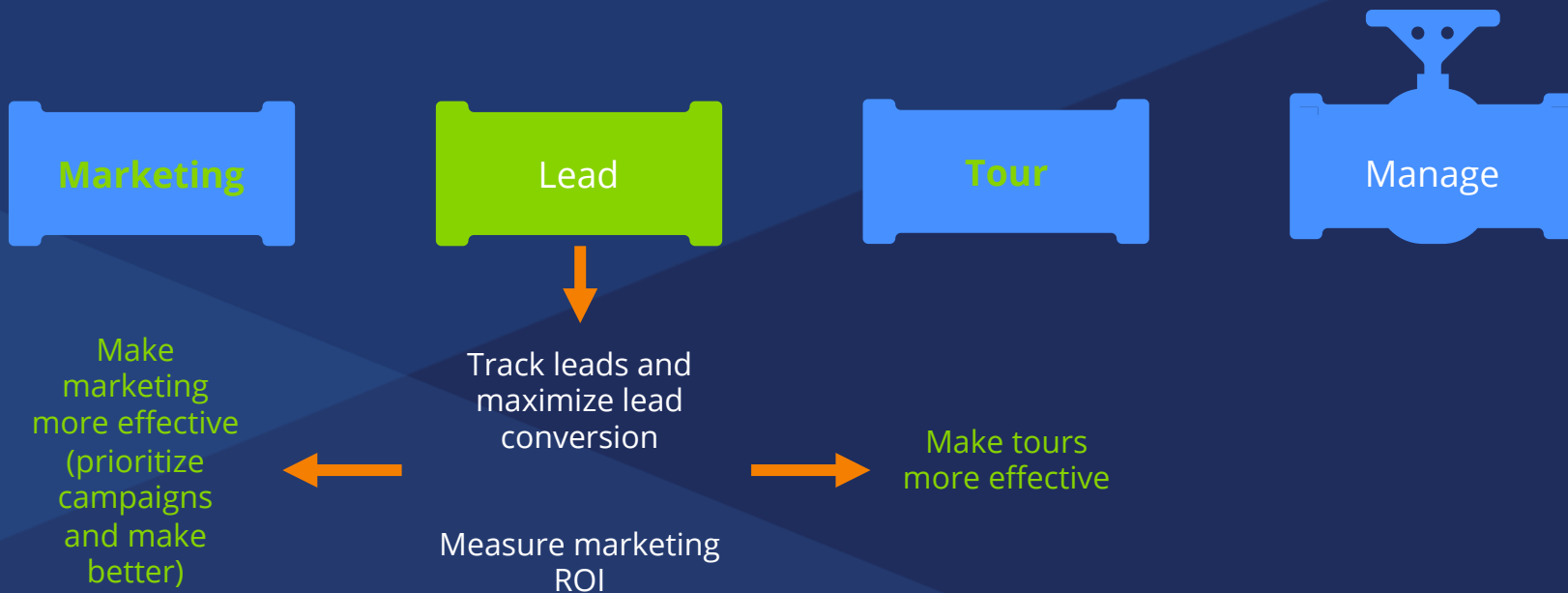
Manage

Building issues

Resident issues

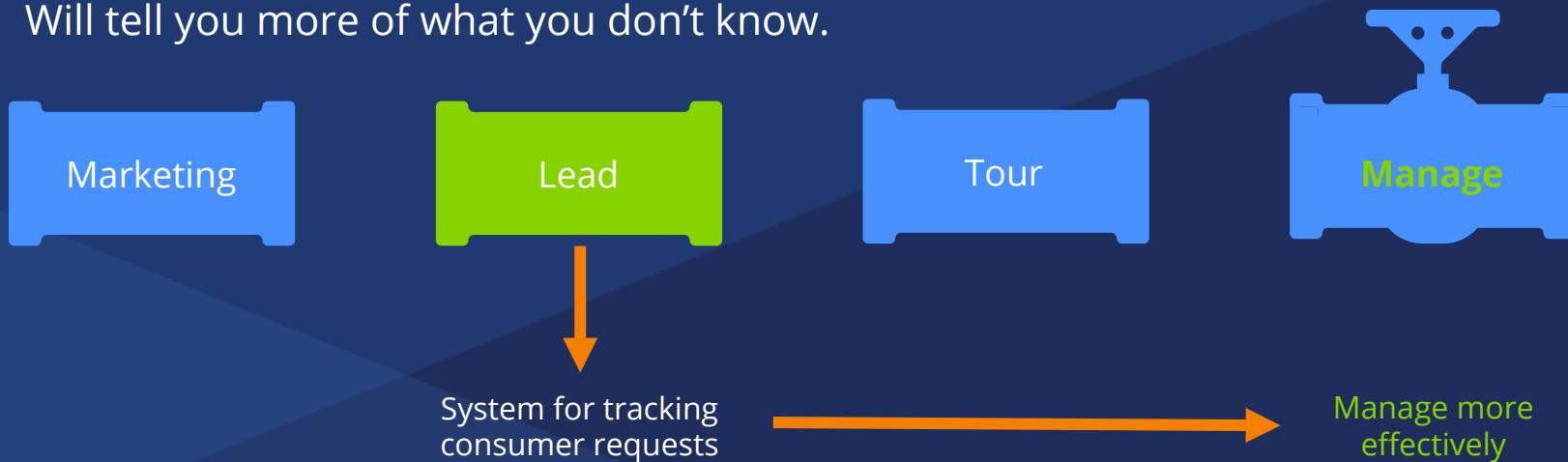
WHY IT'S IMPORTANT

Key point of leverage for your whole pipeline



WHY IT'S IMPORTANT

Single system can also help you manage your renters.
Will tell you more of what you don't know.



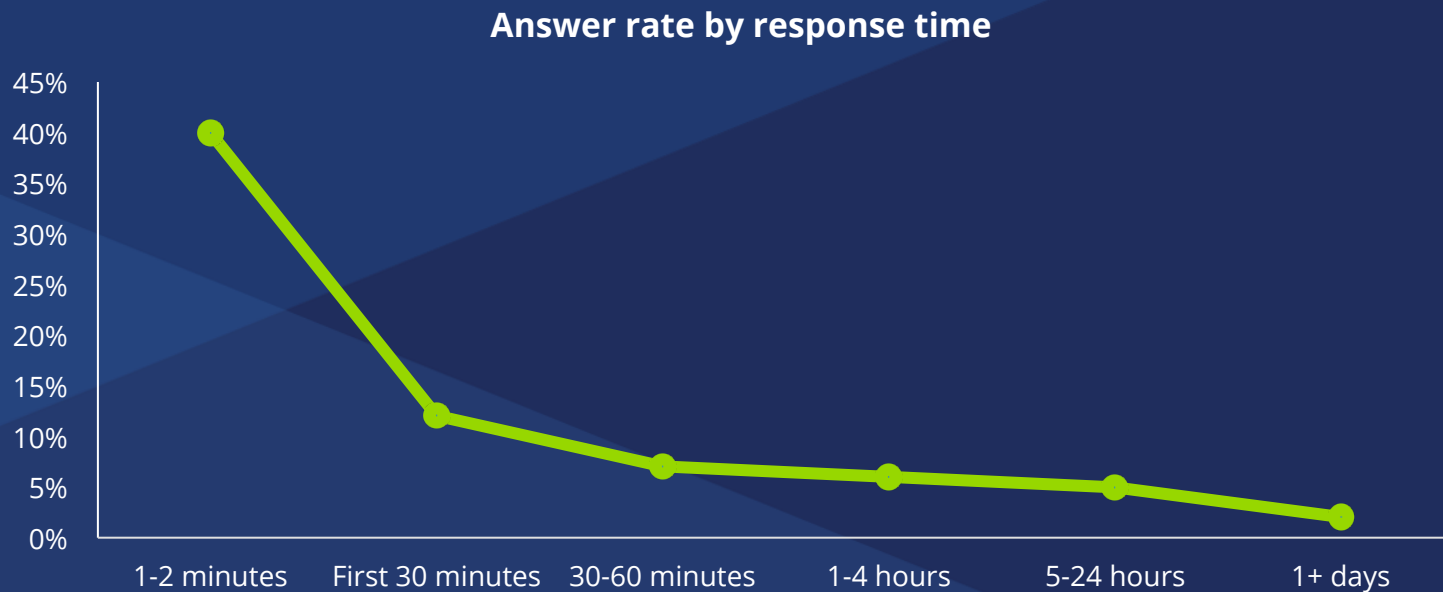
THREE KEYS





FIRST KEY: SPEED

Speed plays the largest role in your ability to connect with a customer:





SECOND KEY: FOLLOW UP

For Premier Agent Concierge,
we increased our conversions
by 23% simply by following
up in the first 4 days.



THIRD KEY: MEDIUM

59%

of renters accessed resources through mobile web on their smartphone.

WHAT DOES THIS ALL MEAN?

*"We used to believe that the phone call was the beginning of the apartment search process. Fast forward ten years and **the phone call is now the end of that search**. Consumers either couldn't find needed information or want to schedule an appointment and not wait to connect with a leasing consultant. We can now meet that expectation."*

- Camden's Director of Contact Center, Alison Hall



GETTING STARTED IS EASIER THAN YOU THINK

- ☒ Don't need to start with 10-person call center
- ☒ Start with 1 using the CRM you already have
- ☒ Focus on calling back within a few minutes
- ☒ Measure the impact and grow from there