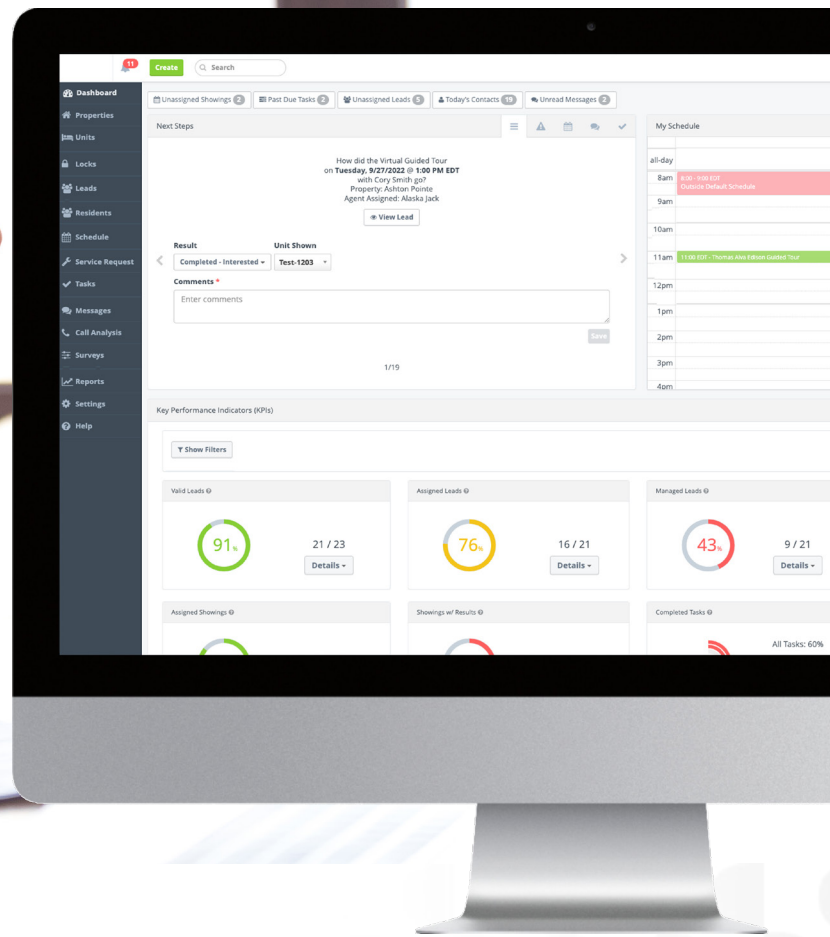


CRM

Fill Vacancies Faster While Reducing Marketing Spend!

ResMan CRM is a prospect-centric solution that helps you engage leads more efficiently and effectively, accelerating the leasing process so you fill vacancies faster while also reducing marketing spend and improving the prospect experience.



Lease more efficiently with ResMan CRM!

- **Provide a better leasing experience** with a prospect-centric solution that engages renters based on their preferences and timeline and helps you help them find the right home within your portfolio.
- **Convert leads to leases more efficiently** by automating your leasing best practices with triggers, templates, and workflows so all prospects are engaged and nurtured appropriately.
- **Keep your team organized and focused on what matters** through the customizable KPI dashboard that tracks performance against KPIs, and guides your team toward prospects, activities, and actions needing attention.
- **Do more with less** because timely and consistent follow up increases conversion, so filling vacancies requires fewer leads and fewer resource hours.
- **Access the tracking and intelligence you need** with lead source attribution, agent performance, and leasing funnel analytics, so you can optimize marketing spend by channel, adjust your engagement strategy, and create focused training initiatives.
- **Modernize your leasing operations** with a solution designed for today's business environment. Whether it's virtual leasing, a centralized leasing office, or simply engaging prospects the way they expect in today's instant gratification economy, ResMan CRM has you covered!

Drive Improvement Across the Funnel

22%
INCREASE IN
COMMUNICATION "TOUCHES"

52%
INCREASE IN
SCHEDULED TOURS

30%
INCREASE IN
LEAD-TO-LEASE CONVERSION