

Appletree Professional Leasing Service

A Solution for Today's Mobile Phone Prospects

Today, more than ever, we are seeing changes, challenges and new opportunities in the Multi-family Property Management Marketplace. Economic conditions are resulting in an increased number of potential new residents, but the biggest change and challenge with new prospects is their mobility. More than ever before, today's prospects have information at their finger tips. From Facebook and Twitter to having web access with their Blackberry or iPhone, they have real-time information any time any place, convenient to the second the thought crosses their mind. This 24 x 7 mobile availability of information has created a challenge for Property Management Firms when it comes to Marketing to new potential tenants.

Are you getting calls on your Sales line where callers tend to hang-up?

A recent Consumer Report Survey ranked "inability to reach a human" as the #2 Pet - Peeve. Since callers have information at their finger tips they are looking for the same response when they call.

Do you call prospects back that left a message to only find them going with another property?

The majority of callers who leave a web based or phone message will also contact other properties. A recent study shows that it is critical to return a sales lead call in less than one hour. Today's leads age by the minute. In some markets they are dead within 24 hours.

Not sure how many leasing calls you are missing?

We help you answer all of the leasing calls that come to your property. Leasing offices are always busy, and as a result, more than 40% of calls to apartment communities go unanswered! We answer the leasing calls you cannot get without disruption to your prospect on the line.

Wish you could generate more leases and reduce the time apartments sit vacant?

We help you capture those leasing opportunities before they call the competition. Our reporting shows that on average we help our clients sign 12-16 additional leases per year from unanswered leasing calls. The average time apartments sit vacant and the need to offer concessions is also reduced.

Want to expand your leasing hours, without expanding payroll costs?

With extended leasing center coverage, we make sure the calls outside of your office hours are answered. Plus, our service cost less than that of one leasing agent labor hour per day!

Struggling to balance your time with the prospect or resident in front of you and a constantly ringing phone?

We give you more time. By not being tied to the phone, more time can be spent showing apartments and providing services to your residents. There is no need to say, "Excuse me while I answer the phone," or to only have brief conversations with valuable prospects. You can feel comfortable knowing our team will turn your leasing calls into qualified prospects and scheduled visits.

Wondering if you are making the most of your advertising dollars?

By capturing your missed leasing calls, we help you maximize the use of your advertising dollars. When you pay for advertising, you are paying for leads, and each unanswered leasing call is wasted money. We make sure you get the most from your advertising dollars by helping you answer every leasing call that comes in.

Appletree has the Answer

Appletree recently expanded its property management service with the acquisition of In House Connect, an apartment leasing call center. Now as a Professional Leasing service, Appletree's virtual leasing specialists serve as an extension of your leasing office during the busy times of the day, as well as before and after office hours, without the cost of additional staff. By handling your property's unanswered leasing calls, or calls directly from your advertising sources, we can capture prospects that would otherwise move on to your competition. In turn, our leasing specialists sell your community and provide your on-site staff with well qualified prospects and scheduled visits. The results you see are additional rental revenue, reduced operating expenses, and improved customer service.

Read what a recent customer said:

Since 2007, the Apartments of Cedar Ridge in Monroeville, PA have trusted Appletree's Professional Leasing service to handle its missed leasing calls. JAS Apartments acquired Cedar Ridge to upgrade its 280 tower and garden style apartment homes and re-position the community. Ensuring that all leasing calls were professionally handled at any time of day was critical. "The results are clear; we lease more apartments and provide better service to our residents with Appletree as our virtual leasing partner" said Jennifer Frenz, Vice President of JAS Apartments. "Plus we can track lease results back to specific advertising sources." In 2009, 1,530 missed calls were handled by Appletree leasing specialists – 457 were qualified leasing prospects of which 56% were converted to appointments by Appletree. The results: Cedar Ridge added 42 leases for \$265,113 in additional rental revenue at a cost of \$228 per lease. That equates to \$189,280 in incremental net operating income. Looks like a Great Call by the Apartments of Cedar Ridge!

In today's market you need to be there when your prospects are ready. Appletree gives you a cost effective way to cover the times you are not available. By partnering with Appletree, the above client increased net operating income by over \$189K. That is a 20:1 Return on Investment. Appletree's Professional Leasing Services can also be used with our afterhours Telephone Answering Services for tenant maintenance problems. By partnering with Appletree, we will help ensure you maximize your operating income and provide professional afterhours Customer Service to your current residents.