



# CONCESSION MANAGER



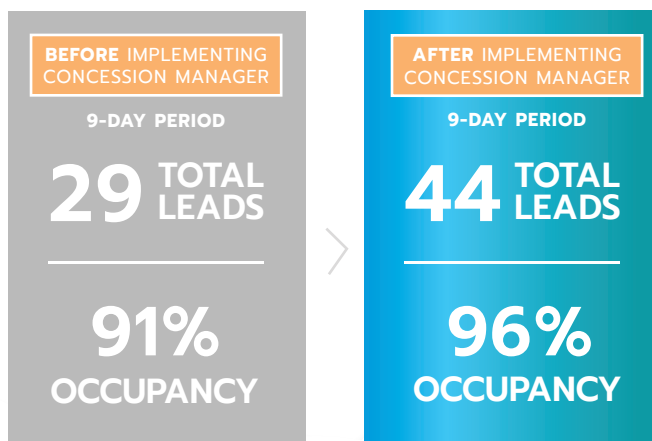
## Multifamily Case Study | Luxury MFH Community

One of Seattle's luxury apartment communities experienced an unexpected increase in tenant turnover. They suddenly found themselves trending toward a 90.8% occupancy rate and needed to fill 18 units as quickly as possible.

The community turned to a product from our Conversion Cloud called Concession Manager to take their steady traffic and transform those visitors into actionable leads.

### RESULTS:

They promoted a special for reduced rents, \$99 deposit + waived fees and **received 22 leads in just 9 days**. The leads came from many different traffic sources including Paid Search, Display, Facebook, organic search, and direct visits. In just two weeks, they were **trending at a 95.9% occupancy rate**.



52% INCREMENTAL LEAD INCREASE

Concession Manager lives on every page of your website and delivers a timely and compelling offer to prospects in exchange for their contact information. By simply adding Concession Manager to the site, the community converted leads that may have otherwise browsed and abandoned.



### DRIVE MORE LEADS:

Concession Manager's engaging presence on site led visitors to claim the community's offer and enter their contact information.

### SEAMLESS PROCESS:

All of the leads were imported directly into the community's CRM system in real time. There was no need for assistance from a community employee - saving your team time to do what they do best!



THE CONVERSION CLOUD  
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