

# INCOME CALCULATOR

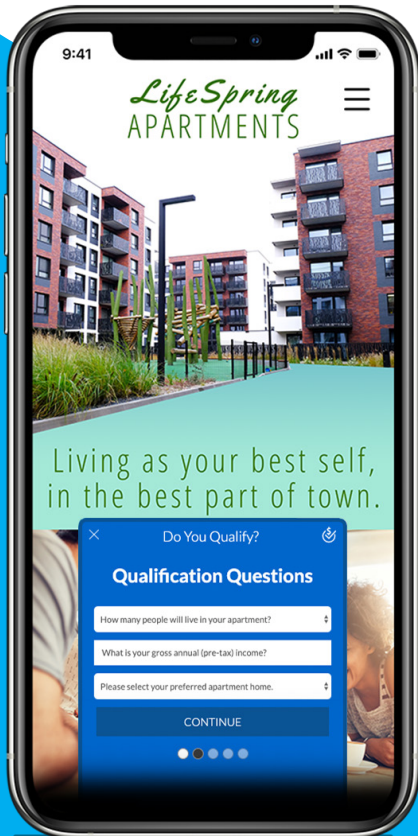
Affordable Housing Case Study | Saving Time with Pre-Qualification

## CHALLENGE:

**Unqualified prospects cost the leasing team valuable time.** Prospects reached out to the community without providing their income information, making it **impossible for the leasing team to know which prospects were qualified.** The team spent precious time following up with each prospect just to find out **a large portion was unqualified** to live at the community. Time wasted on unqualified prospects could have been spent addressing those who did qualify.

## SOLUTION:

The community implemented Income Calculator on their website to **optimize operations and save time.** All Income Calculator leads were automatically pre-qualified based on custom income-qualification settings for the community. When a prospect submitted their information, Income Calculator **instantly ran the calculations** and **notified the team which prospects were Pre-Qualified and which were Unqualified.** This automation saved the team from manually qualifying each lead and allowed them to focus their efforts on the Pre-Qualified leads.



**56 LEADS**



**30 QUALIFIED**

Focus Time & Resources Here



**26 UNQUALIFIED**

Evaluate Qualification for Other Communities or Floor Plans



**4 LEASES**

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