Tenant Turner

RC RICKERT COMPANIES
We'll Take Care of That

A CUSTOMER SUCCESS STORY

"We used to get 50 phone calls a day at our office. Now we don't get any. It's awesome!"

Pain Points

- *Time wasted taking calls from poor-fit tenant leads*
- *Had to call to confirm appointments*
- *No-show appointments*

Like many property managers, Megan Long of Rickert Management in Columbus, Ohio was struggling to juggle all the tasks involved in managing a portfolio of residential rental properties. According to Megan, the flood of phone calls from prospective tenants asking about properties was a huge amount of that work,

> *"I used to waste my entire day answering phone calls and questions, and creating a giant color-coded spreadsheet of who's expressed interest, who I've called, who I've left a voicemail for."*

Answering all those calls meant Megan barely had time to do the work needed to actually manage the properties. On top of that the majority of the people calling weren't a good fit.

> *"It was really frustrating to have to answer the same question about a property over and over again."*

Based on her records, fewer than one in twenty converted to an application to rent a property.

Because Megan and her boss, Dennis Swartz, handled all the in-person showings for the units, she would spend hours calling and emailing people to confirm appointments to visit properties, or worse risk her team driving out to a property only to have a potential tenant never show up.

Results

- *No more calls*
- *Application rate doubled with greater success rate*
- *Reduced no-shows*

Thankfully Dennis recognized what a pain this was and found a better way to handle their tenant lead pipeline--Tenant Turner.

Tenant Turner uses a mix of technology and dedicated call centers to respond to prospective tenants immediately, 24 hours a day seven days a week. The system helps Megan and her team manage the whole tenant inquiry process from the first call all the way up to receiving applications.

The switch has made Megan's life so much easier.

> *"We used to get 50 phone calls a day. Now we don't get anymore calls at our office. It's awesome!"*

Prospective tenants are also responding really well and the application rate for properties has doubled since the switch. And since prospective tenants are pre-screened according to Rickert's specified criteria, more tenants who apply are getting approved.

Scheduling and confirming showing appointments has also gotten really easy. Tenants can select showing times online, and then everyone gets a text message to confirm they are coming on the day of the appointment.

> *"The text message RSVPs keeps me and my agents from wasting our time, since we know in advance if no one is going to show up."*

Dennis Swartz
Rickert Property Management
Columbus, Ohio
200 units

Rickert Property Management is the property management division of full service real estate firm The Rickert Companies. Operating since 1986 in Columbus, the firm serves homeowner associations, condominium associations, commercial and investment property owners and manages over 200 rental homes and condos throughout Central Ohio.

What We Do For You

	Save Your Time	Get More Qualified Leads	Streamline Showings	Reduce Days on Market	Organize Tenant Leads
	55% of tenant leads don't meet your minimum requirements and waste your time.	**43%** of tenant lead calls go unanswered and are not returned within 24 hours, allowing those leads to fall through the cracks.	**$300** is the average cost per rental to schedule, show, and follow up to a showing.	**94%** of quality prospects are not selected for their desired rental.	**60%** of property managers do not have a call script.
Respond to Inquiries	YES	YES		YES	YES
Pre-Screen Individuals	YES	YES			YES
Schedule Showings 10 AM Sat 2 PM Mon	YES		YES	YES	YES
Remind & Confirm	YES		YES	YES	YES
Gather Feedback	YES		YES	YES	YES
Send Applications	YES		YES	YES	YES