



A CUSTOMER SUCCESS STORY

"We could not have grown the way we have without Tenant Turner."

Pain Points

- Maintaining customer service under rapid growth
- Overwhelming tenant inquiries
- Employee burn-out

Dodson Property Management has expanded rapidly over the last 7 years from 150 to 2,500 units, due in part to customer service being at the heart of Dodson's approach to business. But with the business growing fast and dozens of properties vacant at the same time, the calls from prospective tenants were overwhelming. Tim Wehner, Dodson's Director of Property Management, says the office phones were ringing more than 200 times a day, making it difficult to do anything else.

"My day used to start at 7am, go all day, and continue with tenant inquiries coming into the evening. It was non-stop."

Without any way to filter out prospective tenant calls, the weekends didn't offer any escape either.

"If we put out a sign for a property on Friday I might get 50 calls over a weekend and I'd have to answer every one in case it was a maintenance emergency."

Tim knew they needed to find another way to handle these leasing inquiries, or it was going to cause him and his property managers to burn out, which would greatly inhibit Dodson's ability to provide top-notch customer service.

They looked at a bunch of different tools to help, but none was able to solve the problem the way Tenant Turner could.

Results

- Time freed up to grow and provide top-notch customer service
- Happier, better informed clients
- Improved employee energy and morale

With Tenant Turner Dodson was not only able to get a handle on their days and weekends but also improve their level of service.

"We rented over 700 properties last year, and we couldn't have done that without Tenant Turner. We wouldn't have been able to live up to the customer service expectations we have for ourselves."

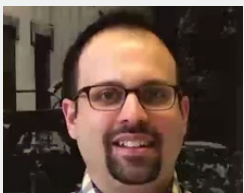
Tenant Turner has also changed how Dodson makes decisions about properties, giving them immediate insight to how each property is performing in the leasing process. Even as the portfolio has grown Tim and his team are more on top of what is happening with the leasing of properties than ever before.

"The reporting is awesome. Being able to pull up the leasing activity for a property is hard to get anywhere else. Having that data right at our fingertips is really powerful."

Dodson's clients have noticed too.

"Our clients love it. They love that we have invested in a product to give better service to the people who are going to rent their properties."

With Tenant Turner, Dodson is well positioned to keep growing.



Tim Wehner
Dodson Property Management
Richmond, Virginia
2,500 units

Established in 2008, Dodson Property Management manages 2,500 properties in Richmond and the Central Virginia area, from single family homes to large apartment buildings.

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



YES

YES

YES

YES

Remind & Confirm



YES

YES

YES

YES

Gather Feedback



YES

YES

YES

YES

Send Applications



YES

YES

YES

YES