



## A CUSTOMER SUCCESS STORY

*"Our business is now more effective, more efficient, and more pleasant. Quality of life is so important."*

### Pain Points

- *Overwhelmed by tenant inquiries*
- *High-cost, disconnected systems of lead management*
- *Needed a partner to trust with the leasing process*

Like many in property management, Eric Kelley of Compass Property Management faced the challenge of growing his business, but he didn't want to add all the staff of a traditional property management business. The job of leasing properties and handling tenant inquiries was one of the biggest jobs Eric was looking for help with.

*"Tenant inquiries are really time consuming. When you're slammed handling leasing calls, you can't deal with your existing properties."*

According to Eric, all the systems he had tried still required a lot of involvement from his staff, so they weren't delivering the real time savings and staff reduction he hoped for.

*"I used a number of other products, call centers, ShowMojo, Rently, and others. We were using a call center but the price point was really high, and it had no integration of technology."*

In keeping with his vendor-based business model where he looks to outside resources to handle different aspects of his business,

*"We sought to partner with an expert in this crucial part of our business."*

### Results

- *Improved ability to grow and scale*
- *Better customer experience*
- *Happier staff*

After meeting the Tenant Turner Team at a NARPM conference, Eric decided to give the system a try. It was a switch he was happy he made.

*"Tenant Turner lets us scale and grow faster without adding additional staff in the leasing area."*

Compared to the other vendor options he explored, Eric was impressed by Tenant Turner's comprehensive approach.

*"Tenant Turner takes over the whole process from tenant inquiry through application and then converts right into our existing property management system. It's a solid process."*

With Tenant Turner handling much of the leasing process Eric and his staff can now focus on getting applications closed out quickly.

One of the most impressive things for Eric was the personal attention he got from the Tenant Turner team.

*"They are really in tune with the property management space, taking feedback, and implementing changes. It's great to see in a vendor."*



**Eric Kelley**

Compass Property Management  
Atlanta, Georgia  
600+ units

Established in 2007, Compass Property Management manages several hundred single family homes, condos, and townhomes in the Greater Atlanta area.

# What We Do For You

## Save Your Time

55% of tenant leads don't meet your minimum requirements and waste your time.

## Get More Qualified Leads

43% of tenant lead calls go unanswered and are not returned within 24 hours, allowing those leads to fall through the cracks.

## Streamline Showings

\$300 is the average cost per rental to schedule, show, and follow up to a showing.

## Reduce Days on Market

94% of quality prospects are not selected for their desired rental.

## Organize Tenant Leads

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