

Does your workforce need more support?



Onsite property teams are dealing with more than ever today, which can lead to burnout and ultimately impact the resident experience. Use this evaluation to identify any key areas where your team may need support.

Take the survey

Please check 'Yes' or 'No' to the below questions.

Y N

- Is your leads-to-lease conversion rate optimal?

Most leasing agents strive for 20 to 40% of tours to turn into leases?

- Does your onsite staff have the bandwidth to answer renter inquiries and respond to ad hoc resident requests throughout the day?

- Is your onsite staff able to handle incoming phone calls as they come in?

- Do you have a system in place to handle after-hours calls or chats?

- Is it difficult to find time to regularly communicate with residents?

- Do you offer automatic tour booking?

- Do you offer virtual or self-touring options?

- Do you offer online applications?

- Do you have an online chat tool to answer FAQs and qualify leads?

Y N

- Do you regularly ask renters to provide feedback via online reviews?

- Is it challenging to reply to property reviews in a timely manner?

46% of consumers expect businesses to respond to reviews within 2 days or fewer!¹

- Are you actively marketing your property via social media?

- Is your property information consistently displayed across all major listing sites on the web?

Google, Yelp, Facebook, rent.com, etc.

- Is your property visible in search results?

Ex. Searching for "Apartments in [city/neighborhood]"

- Does your staff regularly engage in digital marketing activities to bring in new renter leads?

Rent.

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Results



If you answered “no” to any of the previous questions, it may be time to explore how to optimize and support your workforce. **60% of renters** say they plan to move in the first half of 2022.² Are you prepared for the influx of renter activity?

Solutions to help overworked staff

RentEngage.™

Answer renter inquiries and qualify leads 24/7 with intelligent web chat and trained virtual leasing agents.

RentRep.™

Build a stellar reputation across listings and social media with our team of experts or our robust reputation management dashboard.

RentSearch.™

Automatically generate traffic to your property website with dynamic, hyper-targeted, turnkey search ads.

RentSocial.™

Boost your qualified renter leads with hyper-targeted, no-hassle social ads on Instagram and Facebook.

¹ Local Consumer Review Survey 2020, BrightLocal

² Rent. Brand Tracker. Survey, Nov 2021

Explore how to optimize your workforce

Get in touch to discuss hassle-free ways to get work done more efficiently and effectively.

Contact Us

solutions.rent.com