

Rent.TM

Case study

The Lund Company

How the Rent. Marketing Platform supercharged Lund's lease-up strategy

RentMarketplace.TM

RentSocial.TM





Park 125



When an apartment community is completed, the goal is to get renters into their new homes and lease whatever inventory wasn't taken during the pre-lease phase. But in order to get prospects in the building, it's imperative to generate high-quality leads with a results-driven, targeted social media campaign.

Gabriel Gianes, New Development Project Manager for The Lund Company, oversees new projects at their inception and knows the importance of a solid marketing plan as launch time approaches. Understanding the importance of an integrated campaign, The Lund Company sought a partner that could provide a multi-pronged strategy to meet their lease-up goals.

Gabriel Gianes
New Development
Project Manager
The Lund Company

Over a three-month period for one community, The Lund Company achieved...

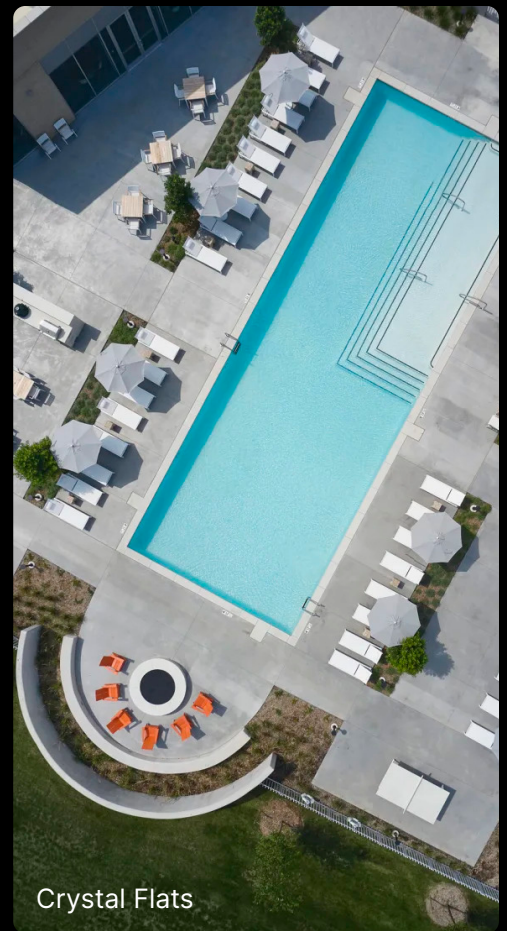


Challenge

Lund needed effective tools for social marketing

Achieving a high occupancy rate in a short period of time is the main goal for Ganes and his team when a community is leasing-ready. This means the team quickly needs as many high-quality leads as possible to meet the goal of successfully driving revenue. Additionally, Ganes works with a fixed marketing budget, requiring the task to be completed in the most efficient and cost-effective manner.

Within this scope, Ganes is tasked with launching social media campaigns that are compliant with Fair Housing Acts regulations. Compliance is extremely important but can be a complex challenge in digital marketing given the nature of targeting tools on social media platforms.



Crystal Flats



Echo Park

Solution

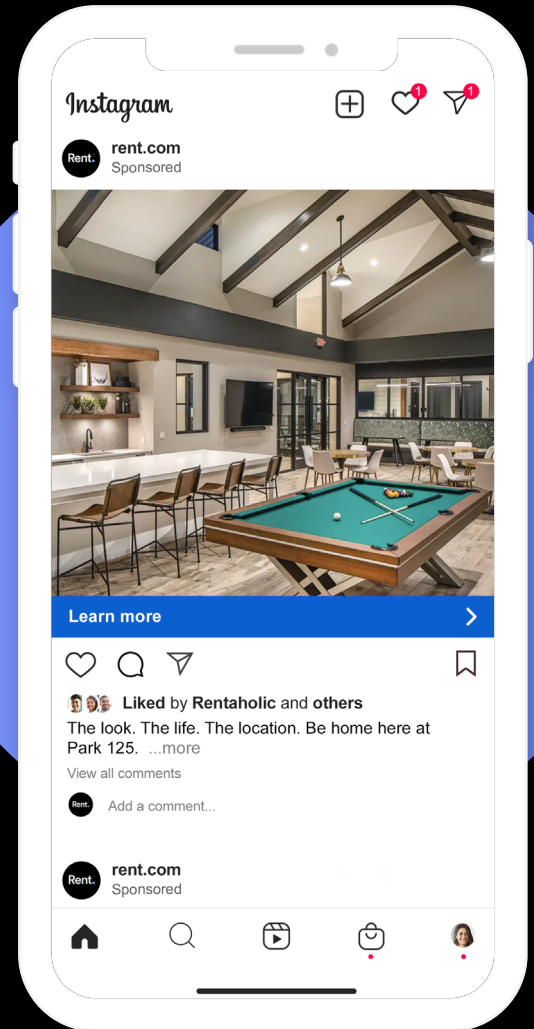
RentSocial. generates stronger leads and ads

For Lund's Facebook and Instagram advertising, Gianes turned to RentSocial., which integrates with RentMarketplace., allowing Gianes' team to pull data and pictures from their Rent. listing in just 24 to 48 hours.

RentSocial. eliminates the need for organizations to manually create ads with in-house teams and work through extensive, time-consuming reviews and revisions, which delay the marketing process. Instead, RentSocial. utilizes its own first-party data to generate the necessary leads in the most efficient manner possible.

“With RentSocial., which integrates with RentMarketplace., everything is basically two clicks of a button. So, it works out really well and the ads go live quickly. **We're able to see an immediate impact and return versus a two-to-three week process to get things going.**”

Gianes' team can now target in-market renters based on their apartment preferences and distribute FHA-compliant ads on Facebook and Instagram via RentSocial., ensuring that marketing meets all requirements.



Outcome

Effective leads with lower costs and faster success

Gianes has accrued data on more than seven of The Lund Company's launches, and he was pleased to discover that the company reached its goal of higher occupancy rates in a shorter period of time for each of the properties by implementing an integrated campaign. Gianes discovered first-hand the power of bundling Rent. solutions.

"In the past, any property that we brought on always had a standard lease-up time frame, but once we added RentSocial., we did see a rev-up in our leasing time frame," Gianes explained. "It was able to shorten the absorption time and stabilize the property even faster."

Over a three-month period, they achieved...



266
new leads



110k+
impressions



37.7%
lower CPL

For one property, the use of RentSocial. resulted in 266 leads generated and more than 110,000 impressions over a three-month period — at significant cost savings. The Lund Company spent 37.7% less per lead than the industry average. Opting to deploy RentSocial. also assured Gianes that his ads would not go to waste, driving meaningful traffic from renters who are actively renting.



Compared to other leading ILSs, Rent. was always consistent, but with the addition of RentSocial. we were able to see an **increase in both lead quality and quantity.**

Rent. is now far more competitive, especially when you break it down to the cost-per-lease because of the amount of additional traffic we received."

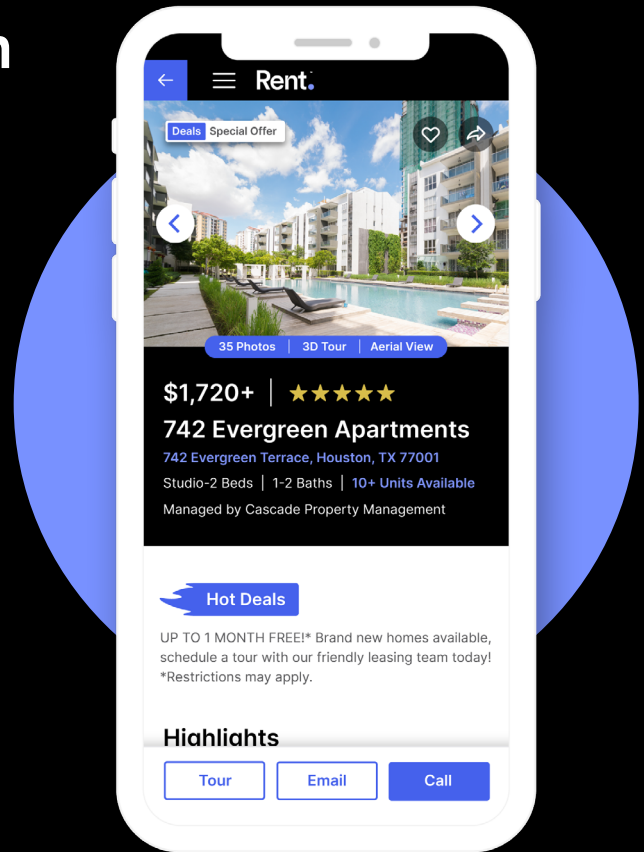
About

The Rent. Marketing Platform

Rent. listings are now distributed to the Realtor.com audience in addition to the current exposure on the Rent. family of sites—Rent.com, ApartmentGuide.com, Rentals.com and Redfin.com—allowing clients to reach over 350 million site visits per month.

RentMarketplace. is further strengthened by Tour Calendar, a solution that integrates tour scheduling right in the listing with better tour management for onsite teams. As part of an ongoing focus on optimizing listings for conversion through immersive experiences, RentMarketplace. also offers Google Maps Aerial View, which offers a photorealistic aerial view of properties and surrounding areas.

The Rent. Marketing Platform is a powerful solution for marketing and lease-ups. The Platform features Rent. Lease360°, a comprehensive, yet flexible, way to build integrated, omnichannel campaigns for properties during pre-lease, rebrand and renovation.



Discover the power of the Rent. Marketing Platform

Learn more at
solutions.rent.com