

The Power of Promise: Drucker + Falk Expands Rent. Partnership

Expectations for multifamily solution partners go far beyond software and hardware. Drucker + Falk, a woman-owned, third-party property management company based in Virginia, is responsible for more than 40,000 units in 196 properties across 11 states. To better address the marketing needs of its varied portfolios and ownership groups, Drucker + Falk found Rent. to be a multifamily-focused partner nimble enough to address its needs and exceed its expectations.



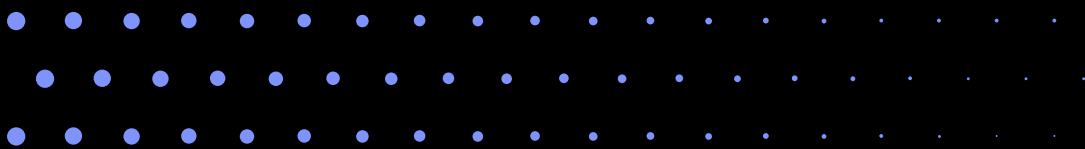
Tarra Secret
Director of Marketing +
Property Development
Drucker + Falk

Challenge

Seeking vendors to meet their needs

As a third-party manager, Tarra Secret, Director of Marketing and Property Development, Drucker & Falk, and her team pitch to different ownership groups tailoring each pitch to meet the unique needs of each property. A lack of communication and unwillingness to collaborate with any vendor hinders the progress of Secret and her team, which they cannot afford.

“I need the ‘WOW!’ stats. I need the one-pager on why I am asking for \$4,000 vs. the \$1,500 that they were used to spending three years ago,” Secret says. “I have to be able to access case studies and success metrics, and I need to show why TikTok and display ads are important and why putting the availability in there is important.”



Solution

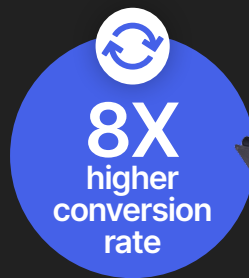
Rent. lays the foundation for a successful ongoing partnership

“Not only does Rent. have these metrics, but it’s much better at providing me with what I need to sell its solutions to our ownership groups.” Whether it’s PPC, geofencing, social media, Google or Internet Listing Services (ILS), Drucker + Falk is confident that Rent. has subject-matter experts who can assist the management company.

“It was important for us that Rent. was a partner that understands how the industry is changing regarding geotargeting, social media and Fair Housing compliance,” Secret says. “Rent. has been responsive in providing us with a sense of security, knowing that our advertising partner was doing things the right way.”

Drucker + Falk uses all Rent. solutions including RentMarketplace., RentSeach., RentSocial., RentTarget. (Email, Display, and Geofencing), RentEngage. and RentRep. across the properties it manages. Secret explained the time savings realized by switching to Rent. for overall digital advertising services have been remarkable.

Drucker + Falk Rent. Ads vs. Industry Average



“Using first-party data has been immensely productive for us. We want a partner that is familiar with multifamily and will help us with those benchmarks.”

Drucker + Falk RentRep. Performance



98%
response
rate

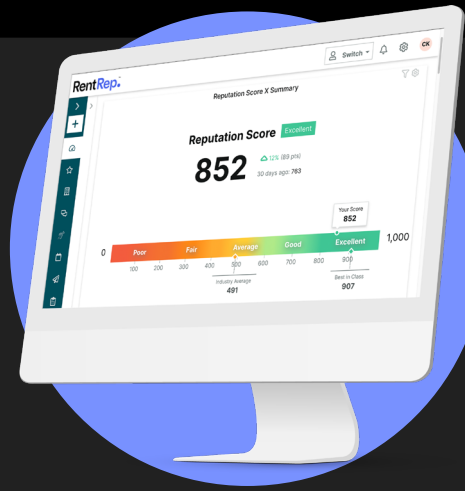


21%
more
reviews



4.9
star rating

Wendover
River Oaks



“One of the critical transitions this year is being able to target our PPC using the unit styles that are available and using exact pricing. It truly maximizes the effectiveness of our campaigns.” This well-built partnership resulted in significant improvements for Drucker + Falk’s clients and an ambassador for efficient and reliable multifamily marketing solutions by Rent. Secret was amazed at Rent. and its ability to produce qualified leads that every community craves because those make conversions easier and reduce expenses.



My team is now at a point where they rely on Rent. to be our partner, and **we can count on them because they’ve consistently followed through on addressing our needs in regards to their solutions.**”

“Rent. is not a vendor we had to evaluate for our business plan for 2024. We had already checked that box. We don’t feel like Rent. is just about selling to us, but that they’re following through on their promises to perform for our ownership groups.”

Drucker + Falk RentTarget. Geofencing Performance



2X
CTR vs.
industry
avg.

Discover the power of the
Rent. Marketing Platform
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