

# Echelon Property Group

## Case Study

### Summary

Echelon Property Group strives to deliver a higher level of service to its clients and being an innovator in their space. Echelon Property Group piloted Rently's self-guided tours on one community and leased up the community ahead of schedule and saw a 70% conversion rate among the leads. Based on this success, their company is beginning to deploy self-guided touring across the majority of their properties.

### Story

Echelon dipped its toes into Rently's self-tour service by installing it to a brand new 96-unit townhome development in Colorado.

At the time, this asset was ripe for an updated management workflow. There was only one office staff member on-site, posing a challenge to the building's overall capacity for growth and prosperity.

Rently's self-tour provided a chance for Echelon to streamline the approach to management and maximize their talent. The developments could be observed immediately as the community's vacancies were filled sooner than ever anticipated. The property was leased-up ahead of the absorption schedule, but the quick turnover only marked the beginning of Rently's business-boosting efficiency.

### End Results

Marketing Director at Echelon Property Group, Mara Freese said that after using Rently's self-guided tour services, "the results were incredible!"

After implementing Rently's self-tour option into their multifamily portfolio, the Echelon Property Group reported a steady influx of about 17 self-scheduled showing appointments each month.

With more prospects flooding into their property listings, Echelon is seeing a 70% conversion rate for the leads that toured their units using Rently.

Following a great first experience, Echelon Property Group now uses Rently's touring technology within the majority of their communities throughout Colorado.

### Take away

As seen with the experience Echelon Property Group had with Rently's services, implementing Rently's self-tour can improve operations while drastically increasing efficiency.

### About Echelon Property Group



- 12,000+ Apartments Units
- Operating for 20+ years



### About Rently

Rently provides multifamily property owners with a system that allows prospects to independently embark on a self-guided tour, safely and securely, without the need of a listing agent.

- Over 12 million self-guided tours to date
- Over 3000+ clients