



COMMUNITY CASE STUDY

How Rently helps The Flatiron District at Austin Ranch ensure that every prospect has the ability to tour in a timely manner



AT A GLANCE

Solutions Implemented

- Multifamily Self-Guided Tours
- Smart Lockbox
- Integrations with Yardi and Knock



Results

- Facilitated 960+ SGTs in 1 year for an average of 80 tours per month
- Led to 146 leases from SGT prospects
- Received 8.6 leases per active unit

OBJECTIVE

The Flatiron District at Austin Ranch (FDAR) is a multifamily community in The Colony, TX, ~20 miles north of Dallas. It is a multiphase community consisting 1,561 units with 58 different floor plans. FDAR was looking to maintain occupancy during unprecedented times and to be proactive with the challenges that they faced in 2020. Also, being a community that receives significant foot traffic, they wanted to ensure that all prospects are accommodated in a timely manner.

SOLUTIONS

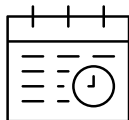
The Flatiron District at Austin Ranch utilizes Rently's Self-Guided Tours for Multifamily platform with smart lockboxes. They show both model and vacant units so that they always have the self-guided tour option available for prospects. They also leverage our integrations with Yardi and Knock to import available units and export guest cards to their existing softwares.

BENEFITS



Happy Prospects

Prospects love the convenience and flexibility of self-guided tours. Rently also ensures that all prospects who want to tour are able to without having to wait.



Increased Tours

960+ prospects completed a self-guided tour in 12 months, for an average of over 80 tours a month.



More Leases

By activating 17 units for self-guided tours, Rently was able to generate 146 leases for FDAR. This means that for every unit they activated, they received 8.6 leases.