

## COMMUNITY CASE STUDY

How Rently's Self-Guided Tours helped Lincoln Property Company's Mizner Court supplement their leasing efforts



### AT A GLANCE

#### Solutions Implemented

- Multifamily Self-Guided Tours
- Smart Lockbox
- RealPage Integration



#### Results

- Facilitated over 300 self-guided tours in 12 months
- 75% showing conversion
- Led to 24 leases in 6 months as a secondary touring option to in-person tours

### OBJECTIVE

Mizner Court is a Lincoln Property Company community located in Boca Raton, FL consisting of 450 units. With the pandemic, they wanted to give prospects the ability to tour safely on their own. Self-guided tours through Rently were the only way prospects could tour Mizner Court through most of 2020. With the pandemic coming to a close, they now use Rently as an extension of their leasing team. They are able to accommodate more tours, especially during peak season, with Rently acting as an additional "agent."

### SOLUTIONS

Mizner Court utilizes Rently's Self-Guided Tours for Multifamily platform. They use our smart lockboxes to show their vacant units. They also leverage our integration with RealPage to import available units and export guest cards to their existing property management software. Thus, they were able to seamlessly incorporate Rently into their existing workflow.

### BENEFITS

#### Facilitate More Tours

Rently functions as an additional "agent" so the leasing team can make sure all tours can be accommodated. Over 300 prospects completed a self-guided tour at Mizner Court over the last 12 months.

#### Seamless Implementation

The hands-on support from our Client Success team, coupled with our integration with their PMS (RealPage), allowed for a smooth and speedy deployment.

#### High Showing Conversion

75% of prospects who scheduled a self-guided tour completed their tour.

#### More Leases

While all tours were completed using Rently during the height of the pandemic, since resuming in-person tours, 24 prospects who completed a self-guided tour ended up signing a lease.



"The interface works well. It's self-explanatory, like anybody can figure it out. Very intuitive. It's gone very smooth.

It's like having another leasing agent on the floor that's working independently."

**Francisco Alvez**

Community Manager,  
Mizner Court