

CASE STUDY

Bridge Homes streamlines property tours and maintenance with Rently's Smart Access Solution.

"The Rently self showing system that we use predominantly has really been a game changer... When you have scattered sites like single family rentals, it makes it very difficult to schedule showings. And also the reality is that there are oftentimes, you know, just too many of them to be able to actually man. And so it provided a great solution for self entry where people can go into the home themselves, tour the home. We like to try and combine that with a phone call or with some sort of touch from our sales force. And that gives us the ability to answer questions and do other things associated with it all triggered by the Rently auto email that goes out."

Scott Couch
Vice President of Continuous Improvement



AT A GLANCE

SOLUTIONS IMPLEMENTED

- Self-guided Tours
- Smart Home (hub and smart locks)

RESULTS

- Avg. lead to tour conversion: 41.5%
- Monthly average of 11-12 tours/property

OBJECTIVE

Since its establishment in 2016, Bridge Homes has overseen the management of newly developed or renovated residences in sought-after communities in 10 states throughout the United States. With its headquarters in North Carolina, Bridge Homes boasts 7+ years of industry expertise, having leased more than 4,000 homes to over 8,000 customers. Their commitment lies in offering renters the sense of homeownership without the burdens of mortgage obligations or unexpected maintenance issues.

Bridge Homes wanted to find a self-showing solution for their homes in order to increase operational efficiency and allow renters to tour on their own schedule.



BENEFITS

- Improved operational efficiency
- Streamlined property maintenance
- Ability to advertise across various platforms



RESULTS

Bridge Homes deployed Rently's Self-Guided Touring solution across roughly 4,700 single family homes in their portfolio in order to eliminate the need for staff to be on-site for every single tour. By implementing this technology across their extensive portfolio, Bridge Homes not only streamlined their operational workflows but also empowered renters with the flexibility to tour properties at their convenience.

The integration of smart locks further optimized efficiency by simplifying access for maintenance personnel, reducing coordination efforts and ensuring timely property upkeep and turnover between move-ins. This strategic adoption of Rently's technology emphasizes Bridge Homes' commitment to leveraging innovative solutions that prioritize both tenant satisfaction and operational efficiency.

Moreover, Rently's Manager Portal delivers valuable data insights to Bridge Homes, including touring behavior metrics such as tour times, frequency, and popular properties. Additionally, our internet listing service (ILS) syndication enhances property visibility across platforms like Zillow and Apartments.com, further boosting Bridge Homes' touring volume.

Overall, Rently's Self-Guided Touring technology has significantly enhanced Bridge Homes' renter experience, streamlined workflows, and optimized resource allocation, allowing staff to focus on other critical tasks.