

PRG Real Estate Boosts Lead Capture by 28% with Rently Self-Guided Tours with Wayfinding

Overview

Founded in 1985, PRG Real Estate owns and manages over 11,000 units across 43 apartment communities throughout the United States. PRG Real Estate operates under the strong conviction that the key to their success is their passion for creating a quality living experience for their residents. They constantly push the boundaries of excellence by adopting leading-edge technologies and business strategies to enhance and streamline their operations.

The Solution

In 2020, PRG Real Estate evaluated several proptech providers before selecting Rently, which stood out for its advanced self-guided touring service enhanced with Wayfinding—a dynamic, GPS-style mapping technology that makes it easier for prospects to tour on their own, providing real-time guidance from parking to units, amenities, and more. Additionally, Rently powers a comprehensive reporting dashboard and integrates with Apartments.com. This integration allows prospects to schedule self-guided tours directly from the listing, streamlining the renter experience. PRG Real Estate has since relied on Rently to offer greater flexibility for both leasing teams and renters, particularly those with 9-5 schedules, by extending touring options beyond standard office hours. Self-guided tours also cater to a broad range of renter preferences, especially tech-savvy Gen Z prospects who prefer to tour independently, without the presence of an agent. This touring option not only meets the demand for a more convenient, less sales-driven experience, but also helps leasing agents focus on prospects specifically seeking agent-led tours, optimizing their time and improving overall efficiency.

PRG Real Estate appreciates how quickly and smoothly Rently’s solutions were implemented. From contract signing to going live with self-guided touring, the entire process took just two weeks.

The Results

★ Consistent Positive Feedback From Prospects

- ▶ Prospects describe the self-touring experience as intuitive & user-friendly
- ▶ 85% of leads rate their tours at 4 to 5-stars

🕒 85% of Leads Schedule & Take Self-Guided Tours Same Day

- ▶ Capturing more leads at their peak of interest
- ▶ Automated tour scheduling & confirmations reduce no-shows

📅 28% of Tours Occurred After Hours

- ▶ 5% of after-hours tours convert into leases

“Rently’s Self-guided Tours with Wayfinding did a great job of solving our goal of offering touring flexibility beyond typical office hours. We’re experiencing a 28% increase in after hours tours and impressively, 5% converted into leases.”

Devon Mendez,
Marketing & Branding
Manager, PRG Real Estate

How It Works

Rently's Self-Guided Touring platform with Wayfinding creates a frictionless touring experience for prospective renters. Its dynamic mapping technology powers a GPS-style walking route planner that helps renters easily identify the best place to park, quickly locate a lockbox entry point, and then independently find their way to the precise unit they are scheduled to tour, as well as guide them to community amenities, and then route them back to the parking lot—all without a leasing agent's assistance or friction. Self-guided touring remains popular with prospective renters, according to a Rentcafe.com survey, 83% of renters would use self-guided tours. Rently touring data shows that 42% of renters prefer to tour outside of regular business hours, making it an essential part of a community's available touring options. Additionally, most clients also experience a 25% to 30% increase in lead traffic to their communities directly from Rently.com's Internet Listing Site.

Rently accelerates leasing efforts, enhances the prospects' experience with your brand, and maximizes lease conversions. Rently also integrates with leading property management system (PMS) software and customer relationship management (CRM) software to avoid duplicate data entry and ensures accurate data transfer between systems.

Minimal Impacts to Leasing Goals During Covid Pandemic

"When most other leasing offices were shut down, our renter leads were able to schedule convenient in-person tours and view properties on their own, at their preferred day and time, safely and securely, without impacting our leasing goals."

Devon Mendez,
Marketing & Branding Manager,
PRG Real Estate



"We love that our prospects can schedule a self-guided tour directly from our listings on the Apartments.com platform. Not a lot of vendors have that type of integration. That was definitely a big selling point for Rently."

Devon Mendez, Marketing & Branding Manager, PRG Real Estate

About PRG Real Estate

PRG Real Estate is a multifamily investment and management company that owns \$2.0 billion of apartment homes across its 11,000-unit portfolio, with 300+ employees nationwide. PRG believes that the only way to offer a quality living experience is through its people. They achieve this mission by hiring and training the best in the industry and creating a supportive and rewarding workplace that inspires its people to achieve great things together. For more information, visit www.prgrealestate.com.

Rently is the leader in property touring and smart home technology. We offer best-in-class proptech solutions for the rental housing industry. We automate the entire rental lifecycle from listing to lease, so operators can streamline their workflows while increasing renter satisfaction. Rently.com

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