

Willow Bridge's BTR Properties Lease Faster and Save Valuable Time Using Rently's Property Touring Platform

Overview

Willow Bridge is one of the largest multifamily property managers and developers across the United States. A top priority for Willow Bridge's newer build-to-rent (BTR) communities is to reach lease-up stabilization quickly. However, the process of filling vacant rental units can be long and time-consuming because it includes a broad spectrum of activities, such as marketing and advertising the units, scheduling and showing properties, making dozens of follow-up calls, identifying incentives for prospective renters, conducting tenant screenings, scheduling move-ins, and so much more. By leveraging Rently's best-in-class property technology to enable multi-site tour automation, Willow Bridge business managers are now able to achieve maximum operational efficiency and spend quality time with residents, accomplishing their mission to deliver impeccable customer service.

"Rently's touring automation solution just works and it's convenient for both our prospects and agents. As a result, we've been able to increase traffic to our communities, signing 30% more leases."

Kay Griffin, Business Manager, Willow Bridge Property Company, Bridlewood Townhomes

The Solution

In April 2020, Willow Bridge began deploying Rently solutions across many of their communities to power self-guided property tours and transform their properties into smart homes. When several of Willow Bridge's newest BTR assets, including Bridlewood Townhomes and West Oak Trace, needed to increase their marketing reach, tour volume and lease conversions, they turned to Rently. Rently's property touring solution automates scheduling and follow-ups for all their agent-led property tours and self-guided property tours, saving significant staff time. Reducing 90% of their repetitive tasks helped them save valuable time, about 50 hours saved for every 100 showings. Willow Bridge's management team now has more time to accomplish other essential tasks, gaining critical efficiency, without additional staff.

The Results



90% reduction of repetitive tasks saved more than 50 hours of valuable staff time per 100 showings.



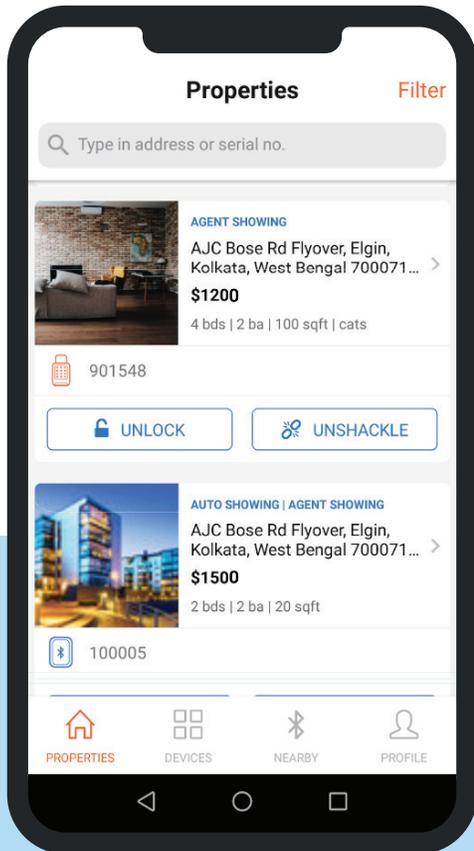
35% increase in tour traffic gained by expanding showing opportunities to after-hours and weekends to reach more prospects.



20% increase in lead engagement and renter satisfaction scores when prospects were provided with the flexibility to tour communities on their own, at their convenience.



75% reduction in time on market, with 30% of leases coming after self-guided tours. Exceeded EOY budgeted occupancy goal by 160%.



“Rently’s manager mobile app is amazing. We were dragging our laptops around changing the lockboxes, until I found the app! Such a game changer for sure!”

Kay Griffin, Business Manager,
Willow Bridge Property
Company, Bridlewood
Townhomes

Rently powers a positive touring experience for Willow Bridge’s prospective renters. Thanks to the “Wayfinding” navigation that is built into Rently’s self-guided tours, prospects experience a GPS-style walking route planner that guides them to the best place to park, along the best path to the unit to tour, highlighting community amenities, and then directs them back to their vehicle. This frictionless tour experience enhances the prospects journey and increases the chances for lease signings.

Using Rently to power their secure, self-guided tours also meant their business managers didn’t have to travel back and forth across multiple sites to give property tours. In addition, they’re confident their properties are safe, as every lead must pass Rently’s stringent identity verification process before touring a property on their own.

Willow Bridge has experienced a **75% reduction in time on market for their vacancies, with 30% of leases coming after self-guided tours.** This has helped them exceed their end-of-year (EOY) budgeted occupancy goal by 160%.

About Willow Bridge

Since its inception in 1965, Willow Bridge (previously known as Lincoln Property Company’s residential division) has been led and operated by visionaries who have created, managed, and stewarded exceptional residential communities all across America with over 180,000 units under management and holds the distinction as one of the largest multifamily managers. Plus, they are one of the nation’s largest multifamily developers, developing over 200,000+ units over the years, with more communities on the horizon.

WillowBridgePC.com