



Multifamily University

MEGALEASING: AN ADVANCED STRATEGY TO MAXIMIZE PROFITS

Your Own Call Center Team to Optimize Your Property

Efficiency Center Leads



Year	Quarter	Qualified Leads	Appointments	Shows	Application	Lease
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Year	Quarter	Qualified Leads	Appointments	Shows	Application	Lease
+ 2019 Total		2431	386	90	5	10
+ 2020 Total		3189	1201	37	14	21
Grand Total		5620	1587	127	19	31

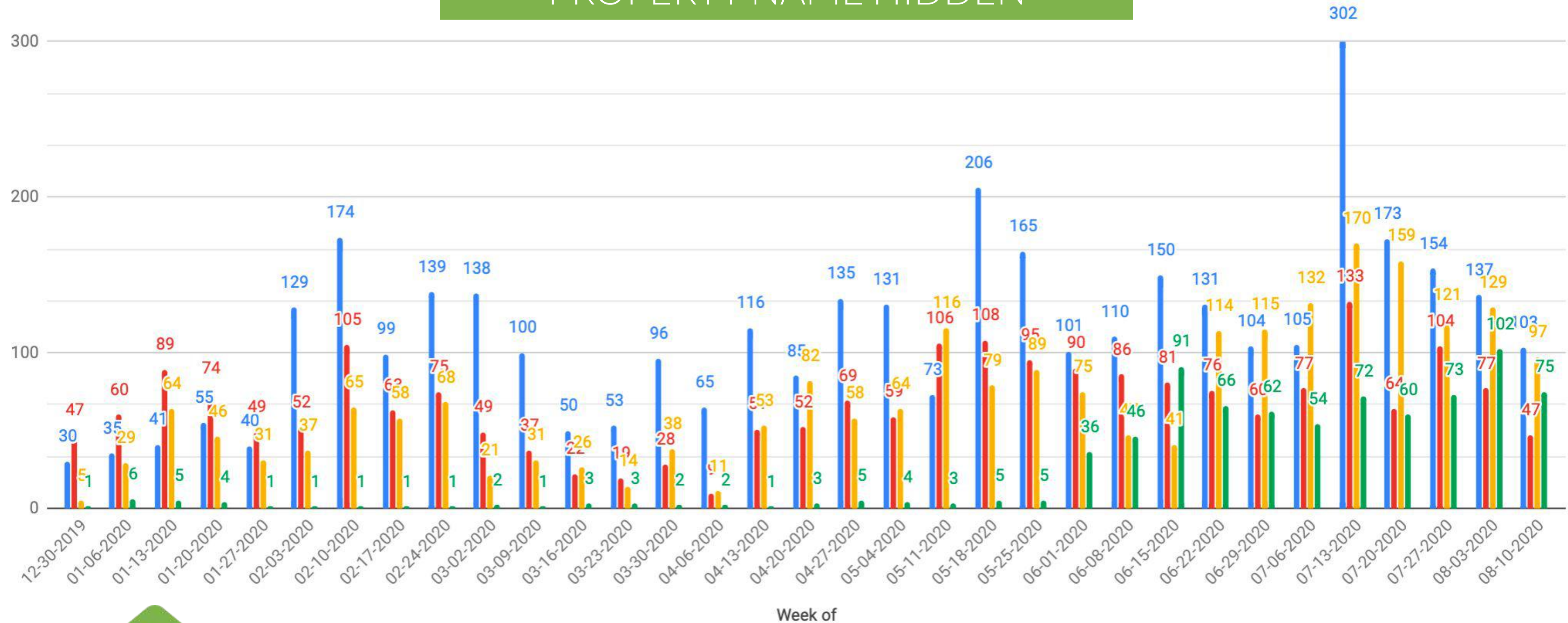


Efficiency Center Leads

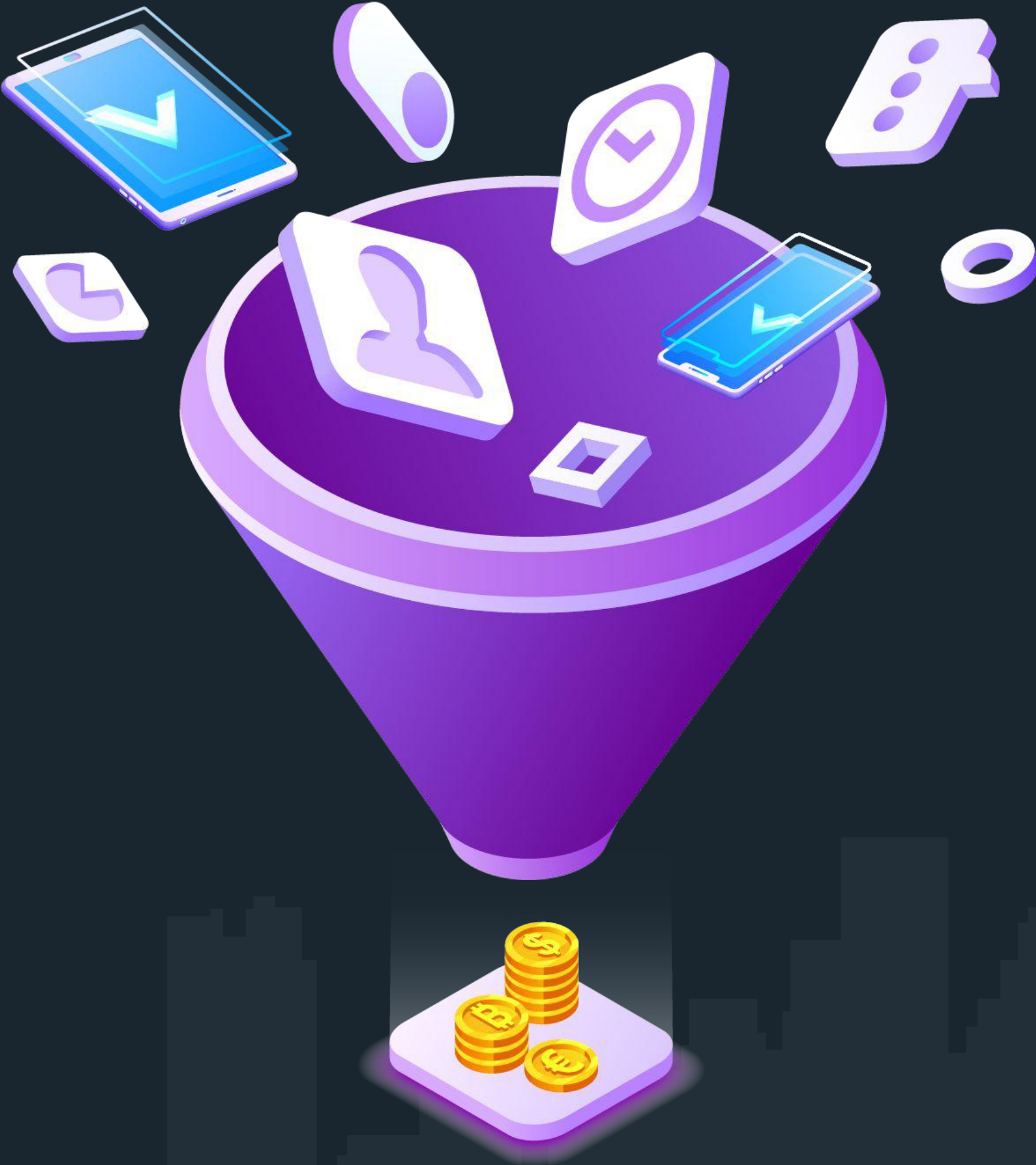


Number of Leads per Property

PROPERTY NAME HIDDEN



Efficiency Center Leads



Week of	Efficiency Center				
	Qualified Leads	Appointments	Shows	Application	Lease
12-30-2019	30	14	2	0	0
01-06-2020	35	14	1	0	0
01-13-2020	41	13	0	0	0
01-20-2020	55	21	5	0	0
01-27-2020	40	13	0	0	0
02-03-2020	129	37	3	1	1
02-10-2020	174	54	6	2	0
02-17-2020	99	32	4	1	0
02-24-2020	139	42	6	1	1
03-02-2020	138	32	3	2	2
03-09-2020	100	14	5	3	2
03-16-2020	50	0	0	0	1
03-23-2020	53	0	0	0	0
03-30-2020	96	1	0	0	1
04-06-2020	65	0	0	0	0
04-13-2020	116	1	0	0	1
04-20-2020	85	1	0	0	1
04-27-2020	135	4	0	1	4
05-04-2020	131	0	0	0	0
05-11-2020	73	2	2	2	3
05-18-2020	206	0	0	1	1
05-25-2020	165	0	0	0	0
06-01-2020	101	0	0	0	3
06-08-2020	110		0		
06-15-2020	150	3	0	0	0
06-22-2020	131	8	0	0	0
06-29-2020	104	24	0	0	0
07-06-2020	105				
07-13-2020	302				
07-20-2020	173				
07-27-2020	154				
08-03-2020	137				
08-10-2020	103				
Grand Total	3725	435	37	14	21

Efficiency Center Lead Sources



Source	Grand Total		
	Leads	Appoinment	Leases
Property Website	7	0	0
Abodo	9	1	0
Apartment Guide	1	0	0
Apartment List	927	34	1
<u>Apartments.com</u>	222	11	1
Craigslist	1	1	0
Email Template	3	0	0
EveryRent	2	0	0
Facebook - EC	26	5	0
FB Marketplace - EC	21	3	0
FB Marketplace - Neal	804	40	1
Google Plus	11	0	0
Grocapitus Investments	1	0	0
<u>Homes.com</u>	43	1	0
Hunt	5	0	0
Phone lead	86	47	2
Property Website	43	1	0
<u>Realtor.com</u>	122	16	1
Rentberry	2	0	0
RentLingo	1	0	0
Show Me The Rent	16	3	0
Zillow	56	6	1
Zillow Rental Network	2003	166	6
Zumper	2539	151	4
Grand Total	6951	486	17

Source	2020		2020 Total	Grand Total
	Q1 Total	Q2 Total		
	3		3	32
Abodo		4	4	5
Abodo				1
Apartment List	24	85	109	114
apartment.finder				1
<u>Apartments.com</u>				96
Craigslist				1
EveryRent	2	4	6	17
Facebook	6	32	38	44
FB Marketplace	66	246	312	397
FB Marketplace - EC		146	146	146
FB Marketplace - Neal		3	3	3
FB MarketplCE				2
FRBO				1
<u>Homes.com</u>	7	21	28	37
housingforrent				1
Hunt				6
Incoming call	5		5	88
Lovely	1		1	1
Phone lead	29		29	41
<u>Realtor.com</u>	87	127	214	257
Referral		1	1	1
<u>RentalAds.com</u>				1
<u>RentalSource.com</u>		1	1	4
RentHop	1		1	1
RentLingo				2
Rentlinx				2
<u>Rentlinx.com</u>				3
Show Me The Rent	5	15	20	44
Trulia				3
Walk Score		2	2	2
Zillow				12
Zillow Rental Network	43		43	557
Zumper	833	474	1307	2781
Grand Total	1112	1161	2273	4704



Multifamily University

EXAMPLES OF **FACEBOOK ADS**

Target the Right Audience

facebook

Ad For

Weatherly Walk Apartments



Multifamily University



GRO Apartments for Rent EC Team

Written by Nadine Gro [?] · Yesterday at 10:55 AM · 🌐

LOOK AND LEASE!

For a very limited time only, we are offering \$500 discount. \$250 on your first and another \$250 on the second month when you submit an application within 24 hours after viewing the apartment!

NEW Special!

Skip the deposit -- ask about Rhino.

Weatherly Walk provides quality community in an award-winning school district in a location that puts you within easy reach of entertainment, business and medical facilities.

Weatherly Walk offers one, two and three-bedroom floor plans with spacious living interiors, fireplaces in every home, generous walk-in closets, custom-crafted cabinetry and vanities, gourmet kitchens, washer and dryer connections & some homes offer sunrooms with ceiling fan, built-in bookshelves, & private terraces with additional storage. Nestled amidst the professionally landscaped grounds you'll find a clubhouse with fitness center, refreshing swimming pool, outdoor multiuse sports courts, and lighted tennis courts.

Watch HD Video Tour: vimeo.com/416484579/66914e75df



BOOK A TOUR NOW

Weatherly Walk
Apartments

100 Knight Way, Fayetteville, GA
30214

Facebook Marketplace Campaign: Lakewood Oaks



Marketplace

Search Marketplace

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Buying
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Saved Items
[+ Sell Something](#)

Categories

- Electronics
- Vehicles
- Hobbies
- Home & Garden
- Clothing & Accessories
- Rentals
- Classifieds
- Family
- Home Sales
- Entertainment
- Deals

Marketplace > Rentals
Studio 1 Bath - Apartment
Jacksonville, FL · over a week ago ·

\$670 / Month

About This Rental

- Apartment
- 1 bath
- 400 square feet
- Dog and cat friendly
- Off-street parking

Rental Location

Jacksonville, FL
Location is approximate

[Boost Listing](#)

[Mark as Rented](#)

[Mark as Pending](#)

[Edit Listing](#)

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LAKWOOD OAKS

\$500 OFF

What's new

Apply within 24 hours after viewing - get \$250 Off on both 1st and 2nd month's rent

ZERO Deposit

when you sign up with **RHINO** • 3534 smithfield stree, Jacksonville, FL 32217



Facebook Marketplace Campaign: Chelsea Place



Marketplace > Rentals


1 Bed 1 Bath - Apartment
Lithonia, GA · over a week ago · 🌐

\$795 / Month

About This Rental

- 🏠 Apartment
- 🛏 1 bed · 1 bath
- 📏 596 square feet
- 🐾 Dog and cat friendly
- 🧺 In-unit laundry
- 🚗 Off-street parking

Rental Location



📍 2363 Parc Chateau Dr
Lithonia, GA, 30058

Rental Description

***For a very limited time only we are offering

Send seller a message

[Send](#)

📧 Message 📌 Save ➦ Share



Facebook Marketplace Campaign: Windward Forest



Marketplace

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Categories

- Electronics
- Vehicles
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- Home Sales
- Family
- Entertainment
- Deals

Search Marketplace

[Renew Listing](#)

WINDWARD FOREST

6250 Hillendale Dr,
Lithonia, GA 30058

Marketplace > Rentals
2 Beds 2 Baths - Apartment
Lithonia, GA · over a week ago

\$930 / Month

About This Rental

- Apartment
- 2 beds · 2 baths
- 964 square feet
- Dog and cat friendly
- Laundry available
- Parking available

Rental Location

[Boost Listing](#)

[Mark as Rented](#)

[Mark as Pending](#)

[Edit Listing](#)

[Share](#)



Questions: On This Module?

