



MAKING THE SWITCH TO SHOWDIGS

How a Colorado PM leverages Showdigs to boost conversion rates and free up bandwidth for business development.

AT A GLANCE

CHALLENGES

- Lack of showing availability
- Frustration with Tenant Turner's lead flow
- Low tour conversion rates
- Not enough bandwidth for business development

BENEFITS

- Cost-effective, on-demand fieldwork
- More time for business development
- Better lead flow
- Higher conversion rates

"It's worth it to pay \$40 per showing to have agents do them because I can be working on other things and we don't have to hire another full-time employee to help with the stuff that I'm getting behind on."

CRYSTAL VINCENT

Broker Associate, Leasing and Client Acquisition at Laurel Property Services

CHALLENGES

Crystal struggled with being in a management position while also handling leasing, business development, and compliance for their small but mighty team – especially during leasing season when she had to be in four places at once and constantly needed to schedule tour requests around her own schedule, not her leads' schedules. "If a prospective tenant was wanting to schedule a showing, I might not be available for two or three days."

Crystal was tired of seeing low conversion rates for scheduled tours and fielding never-ending issues from their previous, less user-friendly, scheduling platform.

OBJECTIVES

Crystal and her team wanted to find a solution to better streamline lead scheduling – without sacrificing conversion rates – while still providing the highest quality service to her leads and clients. That's when Crystal learned about Showdigs' on-demand network of fieldwork agents.

SOLUTIONS

Crystal's team leverages Showdigs Agents for 90% of their showings, and they're excited to offload their move-out reports this leasing season as well. "In the summer months, if we have 80 properties turn over, that's 80 properties I don't have to physically go do the 3-5 showings at each time. And our maintenance coordinator doesn't have to go do 80 of those move-out inspections." Crystal is thrilled about how much time and bandwidth her team has now thanks to Showdigs, not to mention cost savings. "That's obviously going to cut down on staffing costs, but then also the two of us can focus on growing our business, and we can possibly scale up and get new clients without feeling stressed that we're going to be overextended."

"THE COST IS MINIMAL COMPARED TO WHAT WE'RE GETTING BACK."

– Crystal Vincent about the cost of outsourcing her fieldwork to Showdigs.

3-5

average number of showings to lease a property with Showdigs

\$120

average spend per property to lease with Showdigs

100%

increase in bandwidth for Crystal and her team

SOLUTIONS CONTINUED

Crystal also loves how Showdigs' scheduling platform has boosted conversion rates for leads scheduling tours. She explains that "leads find the Showdigs process much more user-friendly," adding that they would consistently have leads reach out to them with issues and had fewer tours actually get scheduled when they used Tenant Turner.

With Showdigs' Live Operations Team handling all incoming lead conversations, Crystal hasn't had to deal with any calls, texts, or emails from leads stuck in scheduling limbo, which she also attributes to their higher conversion rates.

BENEFITS

Better scheduling platform = higher conversion rates

Looking at her conversion rates, Crystal is confident that her leads find Showdigs' scheduling platform much more user-friendly, especially compared to when she was frequently "fielding a lot of people who were frustrated with the Tenant Turner platform."

On-demand agents = cost-effective leasing

Crystal outsources almost all of their showings to Showdigs, and on average it takes most of their properties only 3-5 showings to get leased. "If we're only spending \$120 to possibly \$200 per property to get it leased, then that's pretty good as far as we're concerned."

More bandwidth = more business development

Because Crystal is able to get her properties rented quickly without her having to do any of the showings or scheduling, she's finally been "able to focus on business development." She notes that Showdigs' on-demand network of fieldwork agents has been "a great selling point" and that her clients love the security of having a licensed agent accompany every lead.

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