

ROBERT C. WHITE & CO.

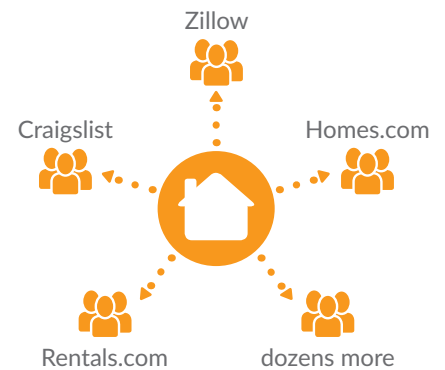
A CASE STUDY



Several software systems turn into one thanks to Tenant Turner.

BEFORE TENANT TURNER

As a 200-unit property management company in Connecticut, Robert C. White & Co. was using a “kludged together” group of various web-based software services for managing the tenant-finding and rental process, each with their own individual cost. The company had stopped posting on some rental sites due to the manual labor and time required to process the tenant leads. Like other property management companies, the phone rang off the hook, and mostly with poor-fit leads.



ENTER TENANT TURNER

Robert C. White & Co. turned to Tenant Turner as a way to streamline all of its systems into a single, one-cost offering. What made the Tenant Turner service attractive, Robert C. White director Luke Eddinger says, is the product's ability to handle all prospect phone calls and emails and uncover best-fit tenants through screening criteria that the property management company can customize. In addition, Tenant Turner's powerful leasing solution automates the showing scheduling process.

LIFE WITH TENANT TURNER

Today, Robert C. White pays a single fee for all the company's leasing needs. The phone only rings when a prospect is hot, ready, and qualified to move in. “The fact that I only get an email or phone call from a top prospect is hugely valuable to our company, and that is thanks to Tenant Turner,” Eddinger says. Days vacant has been reduced drastically. And with Tenant Turner's backend metrics, Robert C. White managers are able to provide better customer service and insight on properties to their owners and can make informed decisions about rental unit pricing and marketing. Adds Eddinger: **“Tenant Turner does everything so that I don't have to do anything.”**

Tenant Lead Nurturing

Tenant Turner receives all tenant leads for your rentals regardless of source. We give 100% of your tenant leads the information they need, and our automatic follow-ups make sure no one falls through the cracks.

Tenant Turner is also:

Pre-Qualified Tenant Prospects
Showing Scheduler
Prospect Call Center
Portfolio Insights



ROBERT C. WHITE
& COMPANY

See how Tenant Turner can streamline your leasing process today.

www.TenantTurner.com | sales@tenantturner.com

REAL PROPERTY MANAGEMENT RICHMOND METRO

A CASE STUDY



*Leasing process and tenant-finding
become one less fire to extinguish.*

BEFORE TENANT TURNER

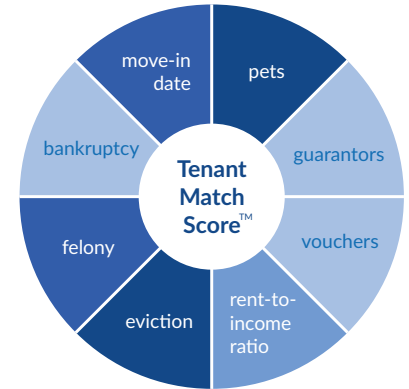
On any given day as a property manager, you're putting out fires. And one of the biggest fires is handling inquiries from prospects and updating and marketing open listings. Ralph Reahard of Real Property Management Richmond Metro knows this, so he went on the hunt for a scalable, web-based software service to streamline the rental process for his properties.

ENTER TENANT TURNER

With Tenant Turner, Reahard was able to not only centralize all of his property listings and tenant prospects, but the built-in prequalification tool for prospective renters meant fewer fires in the form of phone calls from bad-fit leads. Tenant Turner's Portfolio Insights would also give Reahard new data that would allow him to provide his clients with information on days vacant, pricing strategy, and more.

LIFE WITH TENANT TURNER

Outside of the obvious value of fewer phone calls and better-fit tenant prospects, the Portfolio Insights help Reahard "solidify myself as expert in the rental field" to his property-owning customers. Several times, Reahard has been able to convince owners to raise or lower prices based off of the number of calls or emails received on properties. His phone calls are now few and far between, and only from best-fit tenants discovered through Tenant Turner's powerful Tenant Match Score™ algorithm. "My team has gained valuable time back, and the money saved far outweighs the fair cost of the Tenant Turner service," Reahard says. **"Bottom line: Tenant Turner helps me do my job better."**



Pre-Qualified Tenant Prospects

Stop wasting time and travel with prospects who won't convert. Using our Fair Housing Act-compliant Tenant Match Score™, we automate the pre-screening process and provide only the best candidates for your properties — meaning fewer showings to only the best prospects.

Tenant Turner is also:

Tenant Lead Nurturing
Showing Scheduler
Prospect Call Center
Portfolio Insights



See how Tenant Turner can streamline your leasing process today.

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DODSON PROPERTY MANAGEMENT

A CASE STUDY



Days on market is reduced and staff time is freed up to grow the business.

BEFORE TENANT TURNER

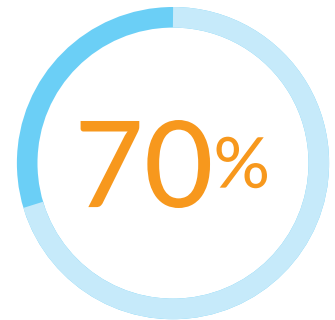
With approximately 2,500 properties, Dodson Property Management is the largest manager of single-family homes in Central Virginia, so it's not unreasonable to note that the company was receiving an average of 300 calls and emails per property manager each week. In addition to that, about 40% of all showings were from prospects who ultimately wouldn't qualify, and 1 in 5 wouldn't even turn up for the showing. "For the last several years, these issues had constituted the majority of our wasted time," says owner Duke Dodson. "As a growing company with other more pressing issues to tend to, we needed a fix — and fast."

ENTER TENANT TURNER

Dodson was one of the first pilots of Tenant Turner Pro, utilizing the company's Prospect Call Center, Showing Scheduler, and Portfolio Metrics to streamline the property management firm's marketing and tenant-finding needs. Tenant Turner's capabilities in allowing property managers to customize pre-screening criteria meant that any prospective renters could self-identify before inquiring about a property, helping weed out poor-fit leads.

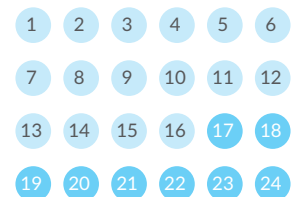
LIFE WITH TENANT TURNER

With the push of a button, managers can let tenants know that they don't meet screening criteria and be redirected to a more appropriate property. Tenant Turner pushes Dodson's properties to all the major listing sites plus dozens more. Tenant Turner's automated appointment reminders to prospects via text message also mean fewer missed showings. While Dodson had experienced an average of 30 days on market prior to Tenant Turner, the tenant-matching and streamlined technologies have cut that average down to 20 days. For a large property management company such as Dodson, these automated tasks occur hundreds of times a week, saving both labor costs and time. **"Tenant Turner has allowed us to be in many places at once and has freed up more of our time to grow our business,"** Dodson says, **"not to mention greatly improving the quality of life for our property managers."**



Fewer Calls & Emails

Tenant Turner has reduced 70% of the calls and emails that Dodson receives from potential tenants.



16 HOURS
PER LISTING

More Free Time

Tenant Turner has freed up Dodson property managers' time by 16 hours per listing.



See how Tenant Turner can streamline your leasing process today.

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