

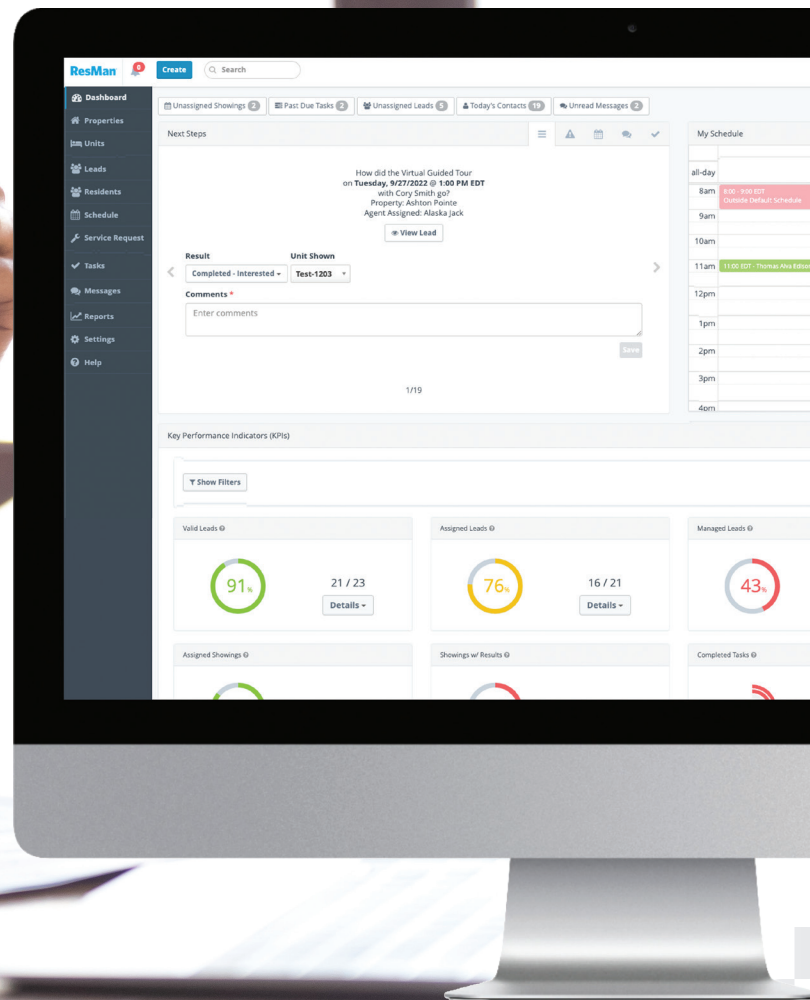
ResMan[®]

Marketing

CRM AI

Fill Vacancies Faster While Reducing Marketing Spend!

ResMan CRM AI is a prospect-centric solution that helps you engage leads more efficiently and effectively, accelerating the leasing process so you fill vacancies faster while also reducing marketing spend and improving the prospect experience.



Lease more efficiently with ResMan CRM AI!

- **Provide a better leasing experience** with a prospect-centric solution that engages renters based on their preferences and timeline and helps you help them find the right home within your portfolio.
- **Convert leads to leases more efficiently** by automating your leasing best practices with triggers, templates, and workflows so all prospects are engaged and nurtured appropriately.
- **Keep your team organized and focused on what matters** through the customizable KPI dashboard that tracks performance against KPIs, and guides your team toward prospects, activities, and actions needing attention.
- **Turn your CRM data into actionable intelligence** with an AI-powered reporting solution that delivers insights, visualizations, and shareable dashboards to help teams understand leasing funnel and agent performance trends.
- **Access the tracking and intelligence you need** with lead source attribution, agent performance, and leasing funnel analytics, so you can optimize marketing spend by channel, adjust your engagement strategy, and create focused training initiatives.

Drive Improvement Across the Funnel

22%
INCREASE IN
COMMUNICATION "TOUCHES"

52%
INCREASE IN
SCHEDULED TOURS

30%
INCREASE IN
LEAD-TO-LEASE CONVERSION