

# Case Study: From 50% to 99% in 90 Days

## Property Overview

A student housing community in Northern California faced significant leasing challenges in early summer 2025. With outdated ILS listings, minimal SEO presence, and limited digital visibility, occupancy hovered at only 55 percent preleased by June. Without immediate intervention, the asset risked falling behind competitors in a critical leasing season.

## At a glance

Preleasing climbed from 50 percent in June to 95-99 percent by September, driven by a stronger digital presence through SEO, website edits, and optimized ILS content. Professional photography replaced renderings, improving engagement and authenticity, while lead generation increased through ILS deployments, email campaigns, and refined demographic targeting. Consistent vendor alignment and AI monitoring further enhanced leasing accuracy and overall performance.

## CHALLENGE

- Outdated ILS listings and poor-quality photo assets limited engagement
- Weak SEO presence reduced digital visibility
- Renderings overused on social media instead of authentic photos
- Inconsistent messaging across ILS partners and vendors
- Limited demographic targeting slowed lead conversions

## OUR SOLUTION

- Monthly meetings with ILS vendors for consistent messaging
- SEO audit and website updates improved digital performance
- Replaced renderings with professional photography across ILS and social channels
- Activated underutilized Zillow services and refined messaging around unit availability
- Email campaigns and demographic insights drove targeted outreach

## RESULTS (WITHIN 90 DAYS)

- Preleasing rose from 50 percent in June to 95-99 percent by September
- Digital presence and visibility improved through SEO, updated photos, and optimized listings
- Lead volume and engagement increased through targeted email campaigns and ILS deployments
- Vendor collaboration and AI monitoring ensured accurate, timely leasing support

## CONCLUSION

Within one leasing cycle, this student housing community was transformed from a mid market performer into a near market leader. By combining operational discipline, vendor collaboration, and targeted digital strategies, Specialty Management stabilized occupancy, boosted visibility, and positioned the community competitively for sustained success.