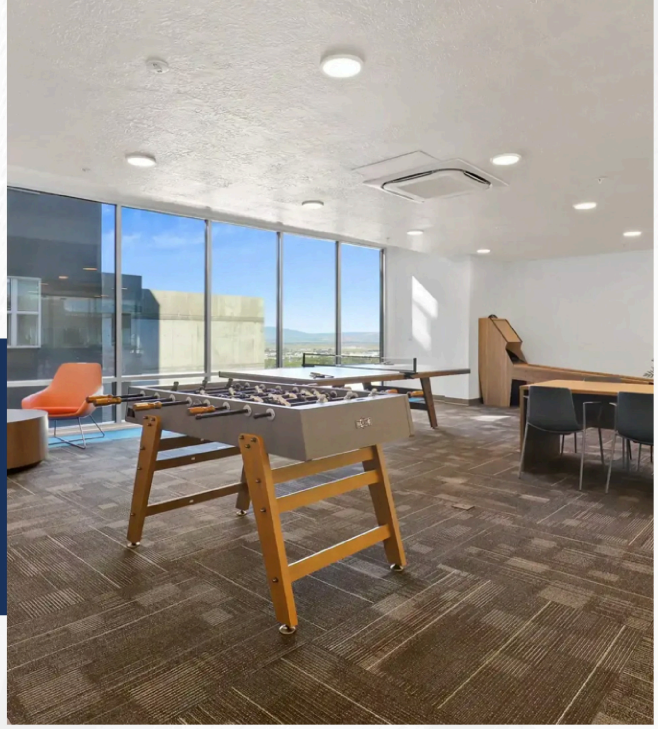
SPECIALTY MANAGEMENT
CONSULTANTS

CASE STUDY

Pre-Leasing Campaign for a Student Housing Property in Utah



PROBLEM

A student housing property in Utah faced the challenge of filling remaining vacancies before the start of the new academic year. With the school year approaching, the management team needed to act swiftly to ensure the property was fully leased.

SOLUTION

To address this challenge, the property implemented a comprehensive pre-leasing campaign that included:

- Live Tours on Social Media: Conducted real-time property tours on platforms like Instagram and Facebook to engage potential tenants.
- Advanced Data Analysis: Used analytics to target high-potential student demographics.
- Innovative Advertising: Rolled out creative campaigns across digital and traditional media.
- Exclusive Incentives: Provided unique perks and benefits for early lease signings.
- Local Collaborations: Partnered with influential local entities to boost property visibility and appeal.

IMPACT

- Achieved a 40% increase in pre-leasing within 60 days, securing a total of 135 leases.
- Transformed social media presence, reaching 11.1k accounts (1,068% increase), with 132 accounts engaged (120% increase), and total followers up by 19.4%.
- Improved reputation by raising Google ratings from 2 to 3.5 stars through active engagement and feedback resolution.
- Strengthened relationships with the university and local businesses, creating a lasting impact on the community.

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