BRIDGING THE CONNECTIVITY GAP

As a web and software development company with executive roots in the property management industry, Spherexx.com recognizes the critical need for a web based, prospect engagement software especially designed for multifamily management professionals. ILoveLeasing.com was created during the advent of the online apartment marketing explosion to fulfill the growing demands for Internet leasing, while simultaneously reducing collateral expense, securing accurate advertising analysis, and maintaining market share in the new, digital landscape. ILoveLeasing.com bridges the connectivity gap—the main gap created by manual traffic reporting inside the accounting software combined with the no–accountability factor of using such subjective email programs as Outlook, or hand written guest cards as a means of prospect follow–up.

With 200 million Internet users in the US, and 84% of renters searching the Internet for housing, the current industry practice of disregarding 43% of online traffic is no longer an option. Today's apartment dwellers expect and demand swift, informative digital communication and they will lease with those who provide it.

APARTMENT SHOPPER FEATURES:

- Instant Leasing Information
- Request an Appointment
- Rental Application
- Photographs
- Floor Plans
- Dedicated Agent
- Communication
- Office Hours
- Product Presentation
- Current Incentives
- Frequent Follow-Up
- Brand Identification

LEASING STAFF FEATURES:

- Instant Prospect Contact
- Easy Appointment Scheduler
- Lease Online Long Distance
- Show Off Features at a Glance
- Follow Up Reminders
- Requires Minimal Written Skills
- Minimal Response Time
- Leasing & Closing Ratios
- Individual Agent Account
- Share Prospects Easily
- Call Notes Blog
- Easy Search & Archive

LEADER FEATURES:

- Accurate Ad Source Tracking
- Instant Performance Review
- Presentation Ready Reporting
- Fair Housing Compliance
- Review Response Time
- Reporting Available 24/7
- Integrate Accounting Software*
- Capture Unanswered Calls
- Telephone Tracking/Recording*
- No Correspondence Deleted
- Automatically Collect & Correlate All Online Leads
- Increase Reported Prospects by 27%

*OPTIONAL

CASE STUDY:
THE ROI IMPACT

ILOVELEASING.COM PROVEN TO INCREASE CLOSING OPPORTUNITIES BY 400%

iloveleasing.com
A DIVISION OF SPHEREXX.COM®

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GOT FACTS: THE MULTI-FAMILY INDUSTRY AS A WHOLE IS STILL DROPPING NEARLY HALF OF ITS MOST QUALIFIED LEADS.
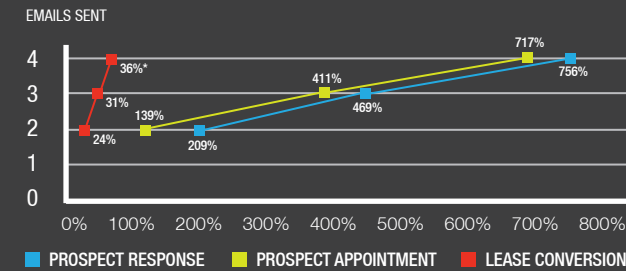
THE FOLLOW UP FACTOR

Persistence is paramount. In a statistical analysis of actual lead/leasing data randomly selected from users of ILoveLeasing.com, multiple email responses to an online prospect dramatically increased lease conversion ratios up to **36%** (*see multiple contact impact ratios chart) if a prospect is emailed four times. Additionally, actual lease conversion statistics show a **576% closing advantage** (**see rapid response impact ratios chart) if a prospect is contacted within two hours after making an inquiry.
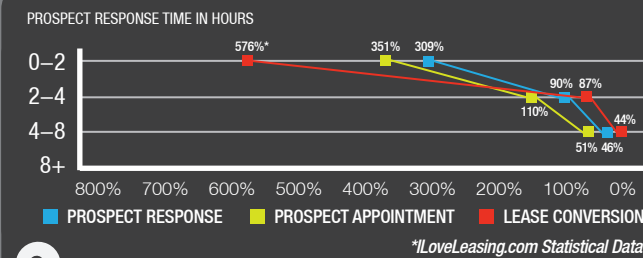
THE TRUTH FACTOR: MANUAL VS ACTUAL DATA

Internet marketing provides the unique opportunity of having the ability to accurately track advertising results for the first time in history. We now have the technology to know where our advertising dollars are paying off—or not. Today, most traffic no longer has to be subject to human interpretation. While popular property management software provides a traffic reporting function, it is still reliant on manual input for most traffic sources.

The table below shows advertising sources reported for the same categories, the same property, the same time period through both ILoveLeasing.com and the property management accounting software.

PROPERTY ACCOUNTING SOFTWARE VS. ILOVELEASING.COM

AD SOURCE	AS REPORTED IN PROPERTY MGMT SOFTWARE	AS REPORTED AUTOMATICALLY BY ILOVELEASING.COM
ApartmentGuide.com	52	145
ApartmentGuide – Print	24	9
Apartment Finder	8	9
Radio	0	4
Internet	12	NA
Property Website	0	224
Craigs List	0	34
Rent.com	0	33
Not Specified	168	NA
TOTAL	**264**	**458**

CONCLUSION: WITHOUT ILOVELEASING.COM, 42.4% OF TRAFFIC WAS NOT REPORTED AND 79% OF TRAFFIC WAS NOT SOURCED IN THE PROPERTY MANAGEMENT ACCOUNTING SOFTWARE.

SECRET SHOPPING SURVEY ONLINE PROSPECTS

TELEPHONE	13.2%	5 HOURS
EMAIL	40%	7 HOURS
AUTO RESPONSE	37.6%	
RESPONSE	53%	

787 NATIONAL PROPERTIES SURVEYED

*MULTIPLE CONTACT IMPACT RATIOS

EMAILS SENT

36%* | 31% | 139% | 411% | 717% | 756% | 469% | 24% | 209%

- PROSPECT RESPONSE
- PROSPECT APPOINTMENT
- LEASE CONVERSION

**RAPID RESPONSE IMPACT RATIOS

PROSPECT RESPONSE TIME IN HOURS

0–2 | 2–4 | 4–8 | 8+

576%* | 351% | 309% | 90% | 87% | 110% | 44% | 51% | 46%

- PROSPECT RESPONSE
- PROSPECT APPOINTMENT
- LEASE CONVERSION

*ILoveLeasing.com Statistical Data

THE LEASING IMPACT

Prior to initializing ILoveLeasing.com prospect engagement software, we conducted a detailed online shopping report of the portfolios published in the study below. Since ILoveLeasing.com collects complete detail on incoming leads, prospect follow up activities, advertising sources, leasing activities and prospect responses, we are able to benchmark how ILoveLeasing.com has impacted leasing performance.

NATIONALLY RECOGNIZED MGMT COMPANY
SECRET SHOPPING COMPARATIVE

ILOVELEASING.COM RESULTS

# of Communities Sampled	5
Auto Responses Sent	5
Personalized Email Sent	5
Leads Closed Per Week*	.75
Leads Closed Per Month	3.25
Annualized Income at $850 PU	$33,150
Annual ILoveLeasing.com Subscription	($1,500)
$31,650 GAIN	

*Assumes 15% Closing on 5 Leads

OTHER LEAD MANAGEMENT RESULTS

# of Communities Sampled	5
Auto Responses Sent	3
Personalized Email Sent	1
Leads Closed Per Week*	.15
Leads Closed Per Month	.65
Annualized Income at $850 PU	$6,630
Cost of Disregarded Prospects	($25,020)
($25,020) LOSS	

*Assumes 15% Closing on 1 Lead

400% CLOSING ADVANTAGE!