



entrata

# Leasing Center

## SPECS



Leasing Center™ answers every call with the same skill and professionalism you'd expect from your leasing team. Backed by the Entrata Platform, we set appointments, handle maintenance requests, and even follow up with prospects to keep them moving through the leasing process. Our service promises increased lead conversion, better reporting, and outstanding customer care.

## BENEFITS



### IMPROVED LEAD CAPTURE

With 99% of calls answered, every lead is captured through our integration into your lead management software. Our associates also make return calls to take prospects from application to lease agreement. Finally, a call center that acts like a leasing office.



### REAL-TIME REPORTING

Leasing Center's reports give you full visibility into your leasing performance. Your leasing office staff will spend less time gathering data and more time serving prospects and residents.



### OUTSTANDING CUSTOMER CARE

Our professionally trained associates take rental applications, schedule appointments, handle maintenance requests, and answer resident questions. Our associates are chosen for their real-world experience, and customer service skills.



## OUR SERVICES

### FEATURES

#### FLEXIBLE PLAN OPTIONS

We're a 24/7 bilingual operation capable of handling prospect and resident calls. Select your service according to your needs. We'll answer calls, missed calls, or after-hours calls. We tailor every greeting, detail and process to your community's specific needs.

#### REPORTING AND INFORMATION ACCESS

Quickly see how many calls you've received, how your service level is being met and much more. Any lead activity performed by Leasing Center is automatically synced with your lead management software.

#### CUSTOM-BUILT AGENT DASHBOARD

Associates are provided with integrated property information, such as real-time availability, right at their fingertips.

#### FAST RESPONSE RATE

Incredibly responsive, with an average answer time of less than 15 seconds.

#### EASY SERVICE

Level Updates - A 24/7 hotline allows properties to update the Leasing Center with important information or changes in protocol.

#### EMAIL SERVICE

All incoming guest cards are redirected to the leasing center. Guest cards are responded to within 60 minutes, with prospects being both called and emailed.

#### CHAT SERVICE

Prospects and residents have the option to use an all-hours chat service, handled by the Leasing Center.

## OUR OPERATION

### FEATURES

#### OPERATING MANAGER

An experienced operating manager will get to know your unique requirements and will be available for input or discussion.

#### UNBEATABLE SERVICE LEVEL

Drawing on the strength of our streamlined platform our service level, call time, and response rates are the best in the industry.

#### EXCEPTIONALLY TRAINED ASSOCIATES

We only recruit and hire individuals who have the right skills and experience to excel as virtual leasing agents.

#### IDEAL LOCATION

Our leasing center is located in Provo, UT and offers many benefits unique to this area.



"We had no idea we were missing this many calls. Since we began using Leasing Center, phone traffic has increased by 132 percent and qualified walk-in traffic has seen 55 percent improvement. We're amazed at the amount of leads it has produced."

**Caremella Emory**  
**TriStar Management**