



Sharper Management Comes in First



Company Profile

- Founded in 2010
- Based in Minneapolis, MN
- Manages 115 SFH properties and 64 HOA's (4,200 doors)
- Full time staff of 18 people

Problem

- Getting agents to record activity
- Needed to make responsiveness a priority and selling point
- Fostering data driven culture and eliminating guess work

Solution

- Instant call notifications connecting agents to new leads
- Calls / emails automatically logged via tracking contact info
- Simple reporting dashboard

Result

- Unusually high contact rate: 89%
- Swift response time: 21 minutes
- Significant sales growth

When a lead comes in from any source, it literally gives me the ability to contact that person immediately. That's the biggest differentiator, we touch them first. ”

The Problem

Sharper Management is headquartered in one of the most competitive rental markets in the nation. The greater Minneapolis-St. Paul market is notorious for being fiercely competitive when it comes to property management companies vying for new business and additional market share. Joel Starks, head of business development, was looking for a competitive edge that would keep his company on top.

"I want the leads to be touched in different ways... everybody does it the same, that's the problem right now, everybody charges one months rent, everybody charges either a flat fee or a percentage, what's the differentiator, how do we differentiate ourselves.

"It's all price, that's all we ever fight each other on, and if it's just price they are going to go with whoever responds first and gives them the better pitch or whoever gets out in front of them."

Joel had a background in sales prior to working in the management industry and had a clear idea of how he wanted to structure this sales process for he and his three agents.

"I take the first shot at the lead, and if I get a hold of them I pitch them on what makes Sharper different. From there I hand that lead off to the leasing agent in that area, from there it's up to them to follow up on those leads and set the appointment to view the property."

In addition, he also had a specific set of things he was looking for in the lead management system his team would be using.

"This is a big differentiator for me, and it's a competitive advantage so I went out and tried to find solutions. **I wanted to be cutting edge, I wanted to be ahead of competition.**"

While Sharper Management had been using Solve360, it simply wasn't getting the job done and that's when Joel turned to LeadSimple to help them take their lead management to the next level.

Case Study

"I wanted to be cutting edge, I wanted to be ahead of competition."



Joel Starks, Partner, Head of Business Development

The Solution

Joel uses the CallConnector feature in LeadSimple to make sure that he and two of his agents are all called simultaneously when a new lead comes in. When they pick up they hear information about the lead and have the option to press 1 to call the lead right then. Whoever calls first has the lead assigned to them. In addition, Joel has the system call those same people again in the event no one accepts the lead the first time, so that everyone knows when the lead wasn't called right away by anyone on the team. **This means every new lead is called immediately.**

"Yesterday I got a CallConnector call, and it was a lead from APM, and I pressed 1, and it connected me right to this lady she was like, 'Wow, I just hit submit'."

In addition to calling first, the Sharper team also has a leg up because of the new lead emails they get.

"I like the fact in your email you have estimated rent, that is huge, just to have that there and have the links helps me to not have go out to Zillow, so that's great".

Joel also uses the reporting dashboard to view ROI.

"Its the beginning of the year and we're looking at budgeting for this year and where we want to spend our money and we can see ok, this is the ROI, the business we closed in conjunction with this source."

The Results

Using LeadSimple, Sharper Management is responding to leads faster than ever.

"I have people that are obviously trying to get three different bids, but every time they come back and say, 'well you were the first to contact us, the first to get us information and the first to follow up again later and ask us how are things going, and because you followed up, we'd like you to come in'."

"If you were to query some of our customers they would tell you that Sharper responded quicker and answered the phone more times than any other vendor, calls never go to VM with us."

LeadSimple helps Sharper keep its edge.

"I wanted something groundbreaking. I wanted to be different than all my competition."

Joel feels that LeadSimple has provided significant ROI for Sharper Management over the last year.

"The ROI for me is that I can look back at last year and see that my average response time is 21 minutes, I contact leads at least three times each, I have a 89% contact rate and a 35% conversion rate."

"I can see all that just by logging in. Where else can I get that? Otherwise I'd have to put out report after report together to get that and I'd have to record all that stuff manually. This all happens automatically."

"If you need to an economical way of sales tracking along with marketing ROI then LeadSimple is the tool for you."

About Sharper Management

Sharper Management is a locally-owned, mid-sized property management company offering a full-suite of premiere services to the Minneapolis-St. Paul seven-county area and Rochester. The company was founded in 2010 and is based in Eden Prairie, Minnesota. www.sharpermanagement.com