

Level One's Central Leasing Office An Independently Conducted Case Study

ING Clarion, New York, NY

Following are excerpts from interviews with Greg Lozinak, Senior Vice President and Virginia Love, Training and Marketing Director with ING Clarion regarding Level One's Central Leasing Office. ING Clarion owns and manages 22 properties with approximately 8,000 Class A and AA units nationwide. Level One manages all of their inbound prospect calls and emails.

Level One's Value to ING Clarion

- "In some markets that are declining, according to market data experts, we're driving rent growth of 2-3% using Level One. That's huge." – G. Lozinak
- "In 2005 Level One delivered 132 sight-unseen lease applications to our 22 properties. If they had delivered just 2% of that, it would still be a great investment." – G. Lozinak

Ancillary Value of Using Level One

- "Closing ratios are above 35% due to the more qualified traffic they provide." – V. Love
- "In addition to helping us lease more homes, they give us the ability to manage our advertising efforts quantitatively. We use their reports to adjust our marketing efforts. I can't imagine *attempting* to advertise effectively without Level One." – V. Love

Site-Level Reaction

- We had some skeptics at the site level at the beginning. After a few months, they saw that occupancies were up and, as a result, their bonuses were up. These same people now say that if we get rid of Level One they'll quit." – G. Lozinak
- "Just because Level One answers our phones doesn't mean our on-site team can stop working. The properties that really *work* the program by following up with the prospects have more visits and lease more homes than those that don't". – V. Love

Level One as a Business Partner

- "Every vendor stands up and gives the same "we want to partner with you" pitch. Level One has delivered on that promise more than any other company I have ever worked with in this industry." – G. Lozinak
- "Level One is not just a call center – they are an extension of every leasing center that we have. In the two years of working with Level One, we have not received a single complaint from a prospect." – V. Love



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