

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

### Simpson Property Group, Denver, CO

Following are excerpts from an interview with Christina Steeg, Senior Vice President of Marketing with Simpson Property Group regarding Level One's Central Leasing Office. Simpson manages 68 conventional and 50 affordable communities in the Western and Central United States.

#### Why Outsource to Level One

- “We felt that we were missing too many lease opportunities from missed phone calls. We do a considerable amount of advertising, and we think we staff appropriately. From our mystery shopping benchmarking reports, we saw quarterly that we weren't doing well comparatively. Our sales people, while well-trained, have not mastered the phone process as well as the in-person process. With Level One, we can focus on what we do well - the prospective renter or resident in front of us.”

#### Level One Compared to the Competition

- “During a comparative test, Level One did extremely well and even secured several leases sight unseen in addition to the many visits they set.”
- “An internet leasing service shopped Level One and they responded faster than the email auto-responder that was in place. That was a little embarrassing to me, but at least the client got answered quickly.”

#### Site-Level Reaction

- “Level One is delivering quality leads - and more of them - which makes our leasing staff more excited and eager. The on-site teams realize how much it allows them to spend more time with prospective renters and residents who visit the office.”
- “Level One will feed you leads all day long. It's actually a challenge for the leasing professional to work all those leads, which obviously is a nice problem to have.”

#### Lease-Ups and Level One

- “It makes great sense to have Level One taking calls on new construction as early as possible. They can secure leases in advance of a leasing trailer or even leasing staff. As a result, one of my acquaintances in the industry fully understands our success and is going online shortly with Level One with four new lease-ups.”



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