

CRISIS RESPONSE

Another way RealPage is helping to protect your residents and employees while ensuring your business continuity.

ILM Lead Manager

Optimize Your Leasing Performance From Your Home Office

RealPage® ILM Lead Manager is a comprehensive lead management solution that helps multifamily organizations increase revenue by focusing on leasing activities that produce the most value.

ILM is a state-of-the-art lead management solution that increases the property's leasing team efficiency by focusing on prioritization of quality leads, optimizing the property's floor plan offering, and simplifying the leasing process—providing structure and insight into follow-up activities, with easy-to-navigate reporting that drives value across multiple areas of the organization.

Because ILM is a cloud-based solution, it can be used from anywhere, giving the leasing agent the ability to work remotely with access to all the ILM features and benefits while enabling management to continue tracking their performance and workload.

The responsive web design platform of ILM is perfect for keeping busy leasing staff connected, responsive and productive on tablet and mobile devices from remote locations like a home office.

ILM Delivers:

Pre-qualification. Differentiate among all incoming leads to quickly identify qualified prospects — weeding out spam/shoppers from those with serious leasing interest and creating a clear view of the property's demand to focus only on high-quality leads.

Lead Prioritization. Set leasing priorities based on your business strategy and the prospect's property interest.

Follow-up Activity Optimization. Systematically track the status and source of each lead so no leads are "lost" and receive automatic follow-up reminders.

Improved Agent Accountability. Ensure that 100% of the agent's follow-up activity is tracked and recorded automatically on the prospect's guest card.

Performance Reports. Provide reports on follow-up and close rates by lead, property, leasing agent, and lead source, streamlining cross-departmental strategies and goals and simplifying complicated processes.

Optimized Marketing Spend. Gain visibility into lead sources and lead-to-visit attribution, allowing better marketing spend and strategic business decisions.

SIMPLIFIED EASE OF USE

Help your team prioritize tasks that drive the most value by organizing work based upon activities that lead to the highest conversion rates.