

APARTMENTS

CASE STUDY

050711-018



“The best new lease
promotion we ever had.”

INDUSTRY Apartment rental.

OBJECTIVE Obtaining new leases.

TIME FRAME 60 days.

OFFER New residents were offered a fabulous 3-day/2-night Vacation Advantage™ package for signing a 12-month lease.

RESULTS Gained a 5% lift in new leases. Added an additional \$18,000 to revenue by not having to offer free rent as an incentive.

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NEXT ACTION Plan another successful promotion using Motivation Advantage vacation incentives.