entrata

Lead Manager

SPECS

LeadManager increases lead conversion, improves response speed, and maximizes your leads by consolidating all your guest card traffic into one efficient, easy-to-use dashboard. LeadManager makes management easy by compiling and organizing all of your leads sources whether it be walk-ins, phone calls, or online inquiries.

BENEFITS

LEASING AGENT DASHBOARD
All lead traffic is consolidated into one central dashboard, making it much easier to manage all of your lead sources.

FOLLOW-UP MADE EASY
LeadManager provides tools to efficiently respond to your leads and also keeps track of all correspondence.

KNOW WHO YOU'RE TALKING TO
With LeadManager's call tracking and monitoring you'll know exactly who's calling and how well your staff is communicating.

ALLIANCE

LYND
Conscious Real Estate

LAT
LANDMARK APARTMENT TRUST

LARAMAR

LEAD CONVERSION

FEATURES

COMPLETE LEAD HISTORY
The lead profile keeps record of all activities and tasks, including activities from other Entrata products.

REMINDERS AND ALERTS
Leasing agents are able to efficiently manage lead actions using custom reminder alerts, Google calendaring, and more.

LEAD COMMUNICATION
Agents can bulk email special promos, send out availability alerts via text or even create a limitless number of automated responses.

LEASING AGENT DASHBOARD

FEATURES

LEAD ORGANIZATION
LeadManager automatically groups leads into specific stages allowing you to see exactly where follow up needs to take place.

EFFICIENT REPORTING
Reporting is integrated across applications, guest cards, leases, and renewals, allowing you to track prospect and resident data and analyze workflow efficiency.

MAKING BETTER DECISIONS
With all the lead traffic and reporting captured in one spot, it's easy to compare results and make smart decisions on where to spend marketing dollars.

ADDITIONAL

FEATURES

CALL TRACKING
Measure how employees are interacting with callers, where calls are coming from, who is calling, and more.

DYNAMIC NUMBER REPLACEMENT
Advertising traffic is monitored by providing a unique phone number on your website based on where the visitor clicks from.

CALL ANALYSIS
Our team analyzes up to 10 qualified calls per agent each month and uses question forms, customized by you, to evaluate your agent's performance.