



TLR Group Increases Phone Call Leads by 451% and Occupancy by 8.1% with Predictive Advertising

TLR Group experienced a sudden decrease in website traffic and leads, which led to lower occupancy across its properties. The company was relying too heavily on Internet Listing Services and wanted to regain control of its marketing. To do this, it started using pay-per-click digital advertising. Zach Olsen, TLR's Director of Marketing, explained how this change quickly improved its situation.



LOCATION
Tampa, Florida

PORTFOLIO
15 Multifamily Communities (A-D Class)

UNITS
3,224

RENTVISION PARTNER SINCE
2023

THE PROBLEM

An unexpected loss in traffic and leads diminishes occupancy levels across TLR's portfolio.

During the typical busy leasing season in the summer of 2023, Olsen noticed a problem with their website traffic and leads for The Ava, its 372-unit apartment community.

"It's a behemoth of a property. A normal month for them is 25 leases, and that's just to maintain (occupancy). They were seeing 1,200 leads per month," he said. "If it gets below 750 or so leads, it makes you stop and go, 'What is going on here?'"

The downward trend in traffic and leads for The Ava was just the start.

"I don't know what happened. I was tracking leads. Then there was just nothing."

Until that point, the company's marketing strategy centered on Internet Listing Services as its primary source of leads, spending as much as \$95,000 in one year on a single ILS platform.

That strategy worked just fine during the COVID-19 pandemic when so many renters were moving to Florida, and getting leases was, in Olsen's words, *"like shooting fish in a barrel. We could have one unit available and get five applications for it by the end of the week."*

However, after the unseasonably high demand during COVID-19 returned to normal seasonality and lead numbers dwindled, it soon became apparent that TLR needed better traffic generation than their ILSs provided.

"From just an outside perspective, I was like, 'Why are we spending so much money to be right next to our biggest competitors?' We can drop our budget and put it in for more things that we can track," Olsen said.

Sure enough, the loss in lead counts at The Ava Apartments began to affect the rest of TLR's portfolio. By August 2023, a group of its Tampa-based communities had their combined average occupancy fall below the market standard at 86.4%.



THE SOLUTION

TLR dials back its investment in ILSs and **increases spending on PPC ads.**

Olsen, who had previous experience with digital advertising, knew they would offer him more control over traffic and lead generation and that it was time to portion more of TLR’s marketing budget toward them.



Zach Olsen
Director of Marketing, TLR Group

“I was doing our ads in-house. When I first started here, we were heavy on ILS. I did not have a real estate background. I just have a marketing background. I’m strong in digital ads, and I was like, ‘Hey, what if we start pumping some money (to PPC) because we can control it?’” he said. “We can control our messaging, our placements, get in front of people, retarget...from our CRM. So we started using more and more PPC and kind of backing off of our ILSs.”

Olsen soon discovered Predictive Advertising by RentVision, and in August 2023, began a pilot of our automated Pay-Per-Click (PPC) solution to target more interested prospective renters with advertisements in Google and Meta.

Predictive Advertising’s success helped TLR improve its communities’ marketing and leasing performance and impacted Olsen’s ability to do more as the only marketer on staff.

Olsen was relieved to learn that Predictive Advertising proactively adjusted campaign visibility and budget allocation to address each community’s upcoming vacancies automatically.

“To be able to get RentVision on, with that proactive mindset, I haven’t had to touch ads. I just look at the data and go, ‘Okay, cool. Things are working,’” he said. “It’s really been having like an extension to the team really, saving me time with stuff that I can’t really do.”

“If I was to do (the work) capacity that Predictive Ads does, I think it would be 30+ hours of my week.”

Olsen also appreciated the transparency of Predictive Advertising’s automatic budget allocations and how RentVision didn’t charge any fee based upon a percentage of ad spend.

“Some other companies, when you pay for digital and social ads, they might charge you \$500/month, and you don’t know exactly how much of that fee is going to your ads. You could be spending a couple of hundred here on ads, but the other three hundred goes right toward management,” he said.



The Linx, one of TLR Group’s apartment communities located in Tampa, FL



THE RESULTS

With Predictive Ads, TLR sees an immediate increase in qualified phone call leads and occupancy rates.

Olsen’s decision to adopt Predictive Advertising couldn’t have come at a better time, considering TLR’s urgent need for improved leads before the winter slowdown arrived.

We studied the progress of five of its communities in Tampa (totaling 1,228 units) over eight months and summarized their amazing results.

“Having the Predictive Ads running on the back end without me having to think about it was such a nice thing.”

In the first week, the TLR communities combined to get 43 phone call leads from prospects. By March, the number had maxed out at 237 calls in one week, or a 451% improvement in qualified leads.

Phone call leads increased from 43 to 237 per week.



The increase in qualified phone calls dramatically improved the communities’ occupancy. In only 250 days, they turned their below-market 86.4% occupancy rate, or roughly seven percentage points lower than the occupancy rate for stabilized communities in Tampa (ALN Data), to an above-market average occupancy of 94.7%.

Average occupancy increased from 86.4% to 94.7%.



After seeing its struggling Tampa properties experience dramatic turnarounds in phone call leads and occupancy, Olsen and the team at TLR chose Predictive Advertising as the PPC solution for its complete company portfolio.

“(Predictive Advertising) has been a big help,” Olsen said. “We’ve seen the numbers. I like knowing that whatever we’re spending, we’re getting, and that it’s working. The leads are coming in...knowing that there is consistency in every (community’s) funnel, ...it has been awesome.”

Reduce dependence on ILs and fill vacancies faster with the most advanced PPC solution for multifamily apartments.

Predictive Advertising automatically optimizes spending across platforms to drive qualified traffic to your communities when they need it the most.

[RentVision.com/Predictive-Ads](https://rentvision.com/predictive-ads)