



How RentVision Modernized Vidalta Residential's Apartment Marketing Strategy

Vidalta Residential was following the old-fashioned apartment marketing playbook: It spent most of its budget on long-term Internet Listing Services contracts and used the provided website templates by its Property Management Software. That approach didn't address the needs of Vidalta's rapidly growing portfolio and led to more challenges for Alan Marquez, Marketing Manager, who already had difficulty keeping up with each property's performance. Then he discovered RentVision, and here's what changed...



LOCATIONS

Dallas/Fort Worth, Houston, Tampa, and Orlando

PORTFOLIO

21 Multifamily Communities (B-C Class)

UNITS

6,674 (Average 291 per community)

RENTVISION PARTNER SINCE

2022

THE PROBLEM

Vidalta Residential's rapid growth outpaced its static marketing approach.

Alan Marquez's job title, Marketing Manager, has remained the same for five years with Vidalta Residential. But his responsibilities have changed as Vidalta's portfolio dramatically grew to 21 apartment communities, spanning 6,674 units across four major metros.

Marquez manages each property's traffic, lead generation, and leasing performance from his Austin office. This means that most of his time and effort is spent trying to understand what's happening on the ground and staying ahead of potential problems in each community before they grow worse.

"There's no way that you can predict what's going to happen in terms of performance," Marquez said of his role. *"Every property has a different story. That makes it really hard to come up with a (marketing) strategy that ensures performance. You have to look at everything at the same time."*

As Vidalta expanded, Marquez kept running into three

consistent marketing roadblocks:

1. Internet Listing Services weren't responding to individual communities' changes in supply.

Not only were ILSs unresponsive to Vidalta's ever-changing supply, but they weren't very cooperative in helping Marquez make changes to his account. He said it felt like the services he was working with didn't care about each property's needs, only trying to upsell another 12-month agreement whenever he needed more traffic. On the other hand, when a property was doing well, *"They definitely won't sell you a lower agreement,"* Marquez said. *"The (ILSs) just weren't responsive to the reality of each property across time."*

2. Their community websites looked dated.

Vidalta used the templated websites offered by its property management software. Marquez felt they looked old-school and needed a refresh—not just with



design but also in how content and media are displayed.

“(The websites) had an opportunity to look more modern, prettier, and attractive to prospects and residents...There was not a lot going on in terms of media or how you display information according to performance or availability,” he said.

3. In-house digital advertising management was too demanding.

Marquez said Vidalta tried managing digital advertising in-house. He quickly found that the learning curve seemingly never stopped as Google updated its ad platform and that the time it took to set up and change ads for each community was unsustainable. Whenever a problem arose with a campaign, it would impact traffic and leasing. *“You have to stay on top of the performance and results every single day to tweak where you are assigning dollars to your campaigns...The results weren’t great,”* he said.

As Vidalta’s portfolio grew, these roadblocks from its outdated marketing strategy caused Marquez to seek a better way. That’s when he discovered RentVision.



Alan Marquez
Marketing Manager, Vidalta Residential

THE SOLUTION

RentVision’s Predictive Advertising and Community Websites provide Vidalta with a modern, proactive marketing strategy that works.

In 2022, Vidalta began utilizing RentVision’s Community Websites, Visual Content, and Predictive Advertising solutions to modernize its marketing strategy and, more importantly, make it easier to address each property’s performance individually.

Predictive Advertising proactively responds to Vidalta’s communities’ upcoming needs.

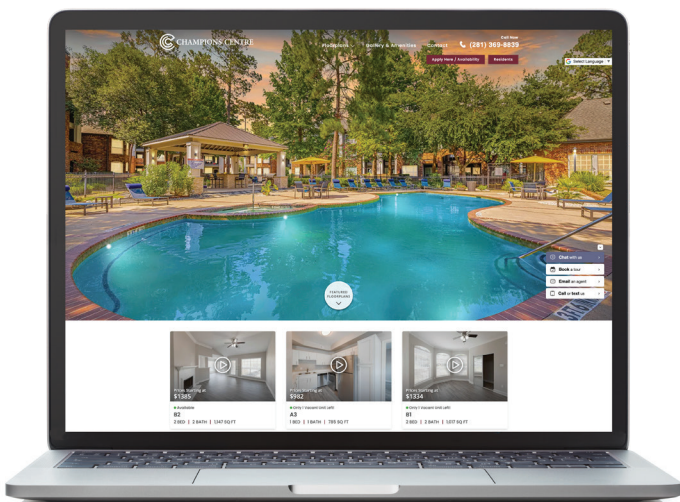
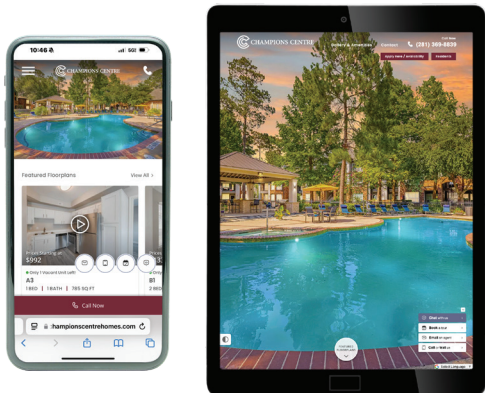
Marquez said he was sold on Predictive Advertising because it automatically changed spending and campaigns to drive qualified traffic to the specific floor-plans or unit types for each of Vidalta’s communities based on their upcoming needs.

“We could very easily bring up or bring down marketing spending for a specific property as needed depending

on performance or context, and it has an immediate impact...” he said.

“(Predictive Advertising) makes it to where we don’t have to think about the nitty-gritty details and the everyday of having to look at every single property and tweaking every single campaign.”

Automating spending changes, placement, and targeted visibility for all of Vidalta’s properties’ pay-per-click campaigns also alleviated the stress Marquez experienced when trying to do digital ads in-house.



RentVision's Community Website for Vidalta Residential's Champions Centre in Houston, TX

Community websites with walkthrough video tours improve portfolio performance.

Marquez noticed an immediate enhancement from Vidalta's previous set-up after switching to RentVision's community websites: the floorplan-specific walkthrough video tours and how much they impacted prospects.

"(RentVision's walkthrough video tours) are best-in-class. I like the way they're produced and that they help showcase the units in a more attractive and comprehensive way."

Marquez also liked the dynamic features built into RentVision's websites, like automatic Featured Floorplan reordering, which drives more visibility and action for floorplans with the most vacancies. Knowing that the websites were adjusting for each community's situation without the need for his approval or oversight was yet another aid to Marquez's role.

He added that ***"The biggest benefit of (RentVision's websites) is the way they respond to availability and to what each specific property requires in terms of leasing and traffic to the correct unit type."***

Get modern, dynamic marketing solutions built to address your multifamily communities' unique needs.

From Community Websites to Predictive Advertising and Visual Content, RentVision's automated, dynamic solutions address vacancies before they become a problem for every apartment community in your portfolio.

[Learn More at RentVision.com](https://rentvision.com)