THE NEXT LEVEL IN STUDENT HOUSING

NATIONAL APARTMENT ASSOCIATION
STUDENT HOUSING CONFERENCE & EXPOSITION

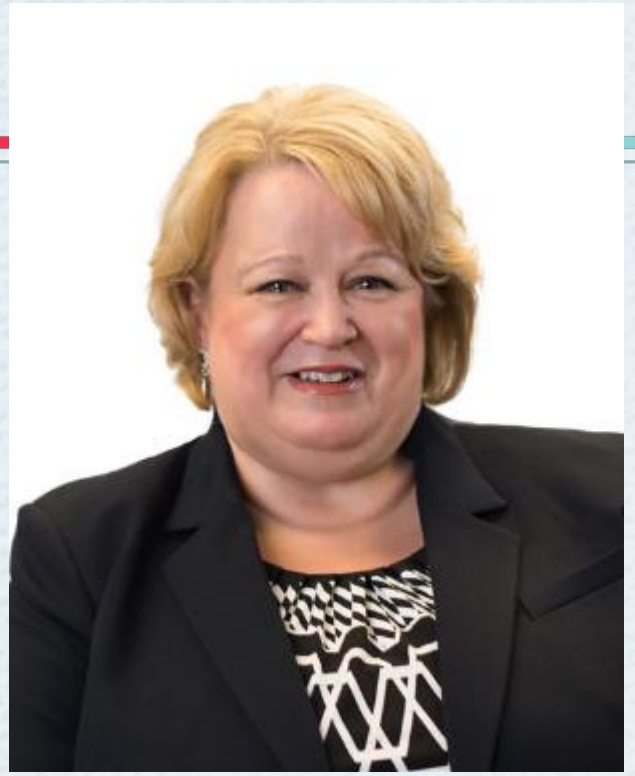
# From Applicant to Resident

## Optimizing the Leasing Experience

THE HOME DEPOT PRO

#NAASHC17

# MEET THE PANELISTS



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# THE EVOLUTION OF ONLINE LEASING

*What were you doing in the early days of your career that you couldn't fathom doing today?*

# A BETTER APPROACH TO THE APPLICATION

*Going digital should be more than just digitizing paper forms.*

# APPLICATION LENGTH MATTERS

**33.8%**

APPLICATIONS STARTED ONLINE ARE FINISHED ONLINE

**ONLINE APPLICATION**

**250** FIELDS

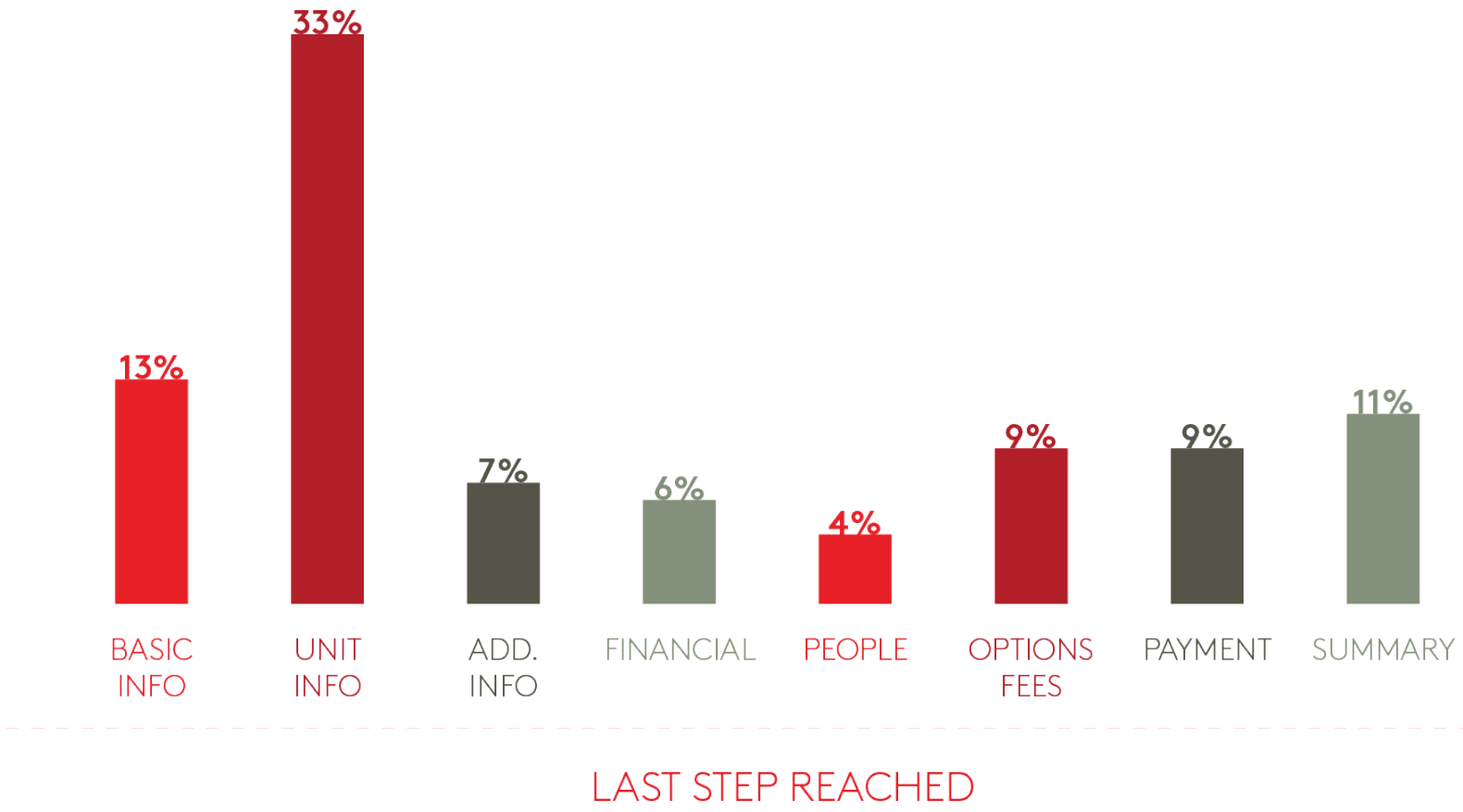
**7** STEPS

**MAJOR CREDIT CARD APPLICATION**

**30** FIELDS

**2** STEPS

# INCOMPLETE APPLICATION ABANDON POINTS



# WHAT MAKES A GOOD APPLICATION?

- Limit questions that don't impact the screening, approval or leasing process
- Hide unnecessary addenda
- Minimize clicks & merge fields

# FROM APPLICATION TO MOVE-IN

*1/3 of student properties screen their applications after lease signing.*

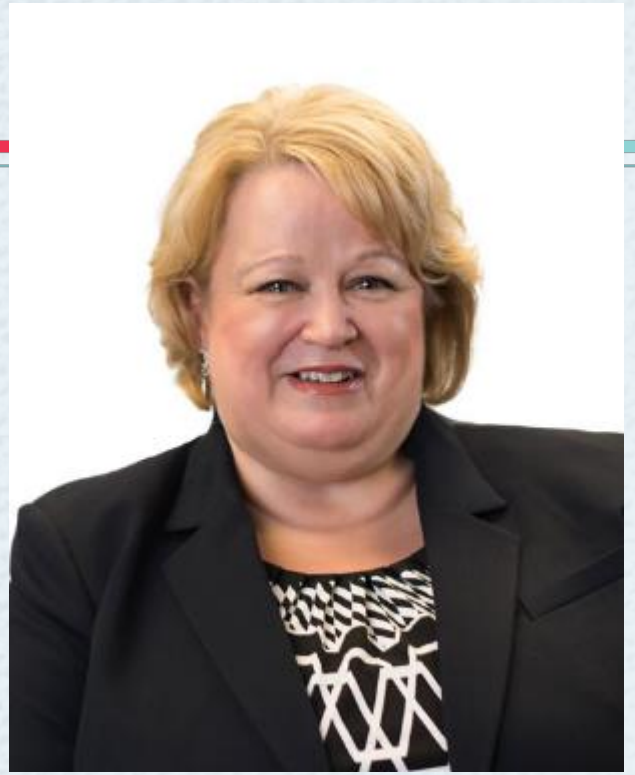
# INCREASE TOUCH POINTS

1. Move-In checklists

1. Automated technology tools – roommate matching, message boards, resident portals, etc.

1. Ensure excellent customer service and timely communication – engage the parents

# CONTACT US



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# QUESTIONS

THANK YOU!

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