



Friction FEUD

How Friction Between Tech and Team Slows Leasing



OUR PLAYERS



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Towne Properties



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YOUR HOST

GAME RULES

Two Players

Players get a chance to buzz in on
each question

Players get a change to counter per
question and one double counter per game

Response are based on STRIDE assessment
of over 100 properties

GAME ROUNDS

Round 1

**Optimizing Your
Digital Presence**

Round 2

**Tech to Team
Friction**

Round 3

A Smooth Hand off

Round 4

**Consequences of
Friction**

ROUND 1

OPTIMIZING YOUR DIGITAL PRESENCE

QUESTION 1

What are common areas where properties fail to optimize their digital presence?

1

2

3

4

5

**89% OF GOOGLE BUSINESS
PAGES ARE INCOMPLETE**

OPTIMIZED GOOGLE BUSINESS PROFILE



Your business on Google

11 2,057 customer interactions

Profile Strength



[Complete Info](#)



Your business on Google

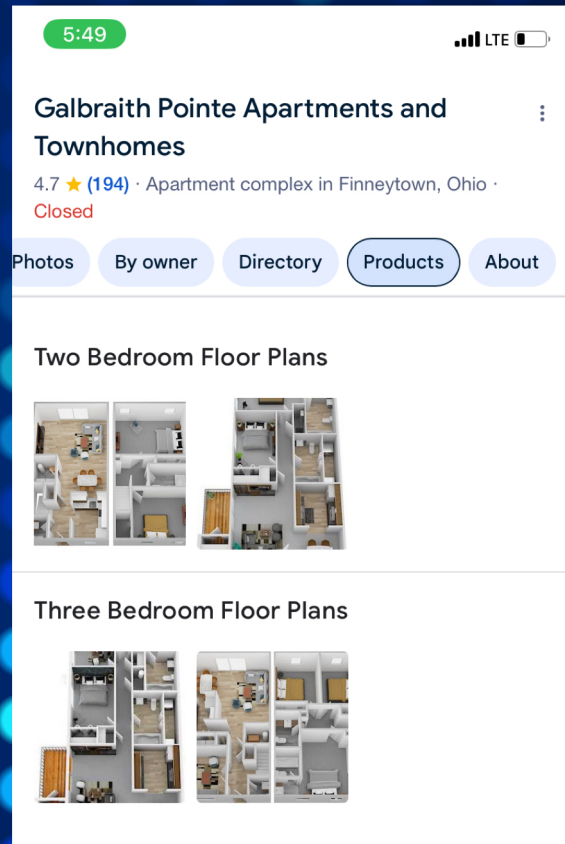
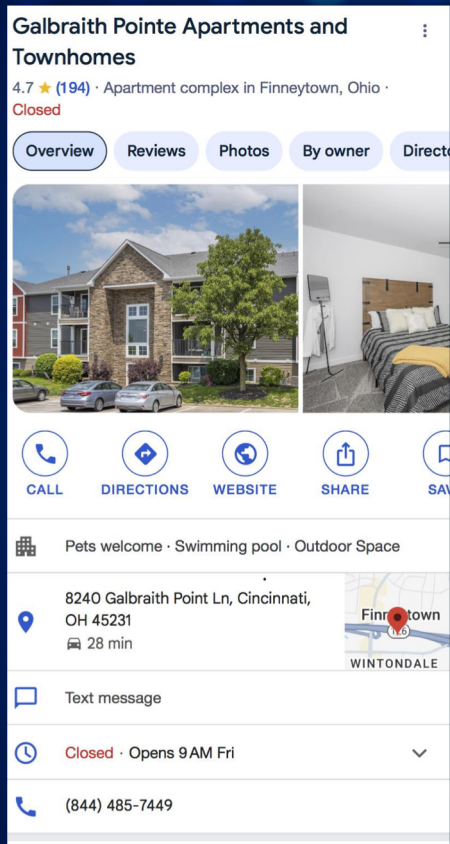
11 10,047 customer interactions

Profile Strength



Looks good!

- **Business Category**
- **Description**
- **Opening Date**
- **Phone Number**
- **Chat**
- **Website**
- **Social Profiles**
- **Hours**
- **Amenities**
- **Parking**
- **Pets**
- **Service Options**
- **Products**
- **Bookings**



QUESTION 1

What are common areas where properties fail to optimize their digital presence?

1

GBP Pages

3

4

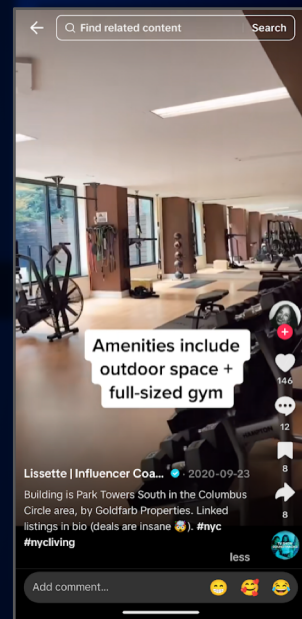
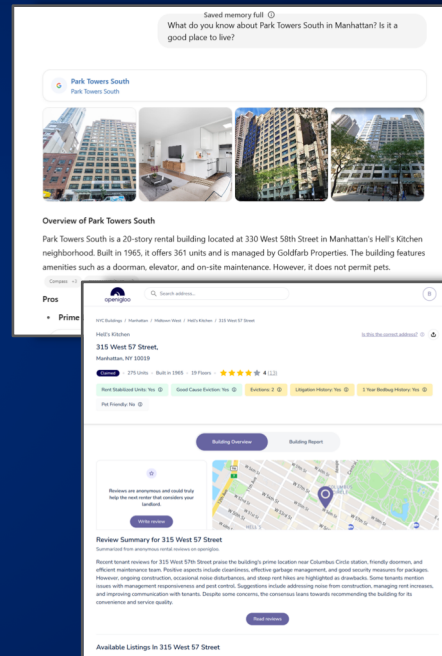
5

**45% OF PROPERTIES HAVE
RATINGS BELOW 4 STARS
ON GOOGLE**

REPUTATION MANAGEMENT

Today's renters are full on investigators:

- **Google reviews and star ratings and traditional ORM sites like Apartment Ratings are the start**
- **Reddit threads and local forums like OpenGloo for real resident stories**
- **Social media, DMs, Facebook groups & neighborhood apps for the unfiltered truth**
- **LLMs like ChatGPT are aggregating and even making their own assumptions**
- **City building department records (violations, complaints, permits) especially for smaller landlords in dense markets**



QUESTION 1

What are common areas where properties fail to optimize their digital presence?

1

GBP Pages

Reputation

4

5

**CONSISTENCY ACROSS
CHANNELS IS KEY**

ROUND 2

TECH TO TEAM FRICTION

QUESTION 2

What common friction factors delay prospects from reaching onsite team members?

1

2

3

**LEAD NURTURING TOOLS
ARE OVERLAPPING**

COMMUNICATION CHANNEL CONFLICTS

A Recipe for Clarity

- **Master Your Comms:**

- Understand the timing, content, and flow of automated messages, even if you can't control them
- Always be testing this out - different types of contact (text, phone, email)
- Ensure automated responses complement manual follow-ups, not conflict with them

- **Call a Robot, a Robot**

- Clearly communicate the role of AI/robots in the process - prospects won't care

- **Use Real-Time Proptech**

- Ensure seamless data syncing for immediate updates on bookings, applications, and interactions
- Reduce lag time between automated actions and human follow-ups

QUESTION 2

What common friction factors delay prospects from reaching onsite team members?

1

2

Communication Channel Conflicts

TECHNICAL BREAKDOWNS



- **Leads aren't going into your CRM.**
- **Phone calls aren't connecting to the site including the endless menu loop.**
- **Requirements for what fields are needed to create guest cards don't match what the marketing source is sending.**

TECHNICAL BREAKDOWNS

Solutions:

- **Use a tool like the Flair Secret Shop tool to catch your technical breakdowns.**
 - **dialer.getflair.io**
- **Implement digital audits.**
- **Identify a data source of truth internally to easily gut-check lead reporting discrepancies between systems.**

QUESTION 2

What common friction factors delay prospects from reaching onsite team members?

1

Technical Breakdowns

Communication Channel Conflicts

ROUND 3

OPTIMIZING THE HANDOFF

QUESTION 3

**Name a best practice for leasing teams to
capitalize on leads.**

1

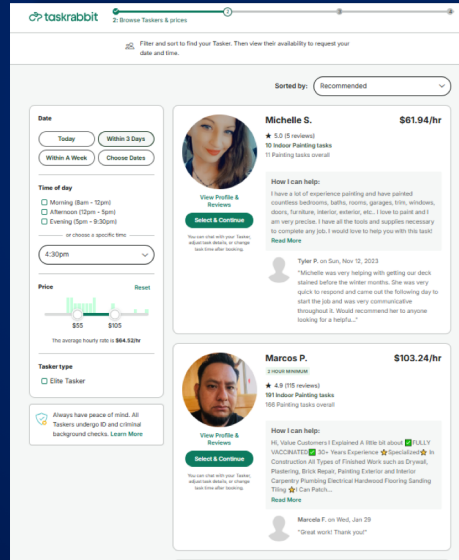
2

3

**ONLY 50% OF LEASING
TEAMS FOLLOW UP WITH
PERSONALIZED
MESSAGING**

PERSONALIZED EARLY NURTURING

ILSs Share Floor Plans. Gig Apps Share Faces.
Why Can't We?



**EMAIL RESPONSE RATE
INCREASES 110% WHEN
PROSPECTS ALSO RECEIVE
A PHONE CALL***

*Gong (2025), Gong.io

QUESTION 3

Name a best practice for leasing teams to
Capitalize on leads.

1

2

Personalized Early Nurturing

**75% OF LEASING AGENTS
DON'T ENCOURAGE APPS
DURING TOURS**

**52% OF LEASING AGENTS
AREN'T PERSONALIZING
TOUR FOLLOW-UPS**

UNDERSTAND THE PROSPECT JOURNEY

Solutions:

- **Each company should have leasing guidelines that include selling fundamentals like “the soft close.”**
- **Tour follow-ups should include detailed information that you learned about the prospect on the tour and should occur within 4 - 6 hours of the tour (with a link to apply).**
- **Have a clear tour to application % benchmark (30% - 40%).**

QUESTION 3

**Name a best practice for leasing teams to
Capitalize on leads.**

1

Understand Prospect Journey

Personalized Early Nurturing

**DOUBLE
COUNTER!!**

QUESTION 3

**Name a best practice for leasing teams to
Capitalize on leads.**

1

Understand Prospect Journey

Personalized Early Nurturing

**ONLY 38% OF PROPERTIES
OFFER ALL TOUR TYPES**

**PROSPECTS THAT VIEW
OR COMPLETE A VIRTUAL
TOUR ARE 3X MORE
LIKELY TO CONVERT***

*Realync, A Grace Hill Company (2025), Realync.com

TIPS

CREATE STANDARD WORKFLOWS

DEVELOP TARGETED TEAM TRAINING

ROUND 4

CONSEQUENCES OF FRICTION

QUESTION 4

Name a common consequence a property with high
Friction can face?

1

2

3

4

MISSING/INACCURATE DATA

Cost of Inaccurate Data

Scenario	Leads	Leases	Cost	Cost Per Lead	Conversion Rate
Inaccurate Data	100	15	\$1,000	\$10	15%
Accurate Data	300	15	\$1,000	\$3.33	5%

QUESTION 4

Name a common consequence a property with high
Friction can face?

1

2

Inaccurate/
Missing Data

4

**DOUBLE
COUNTER!!**

QUESTION 4

Name a common consequence a property with high
Friction can face?

1

Reputation
Damage

Inaccurate/
Missing Data

4

INEFFICIENT SPEND

The Cost of Friction

Leases Needed: 10

Journey Type	Conversion Rate	Leads Needed	Cost Per Lead	Total Spend
Friction Filled	5%	200	\$50	\$10,000
Smooth	15%	67	\$50	\$3,350

Savings by Removing Friction: \$6,650

QUESTION 4

Name a common consequence a property with high
Friction can face?

Inefficient
Spend

Reputation
Damage

Inaccurate/
Missing Data

4

KEY TAKEAWAYS

AUDIT YOUR MARKETING PROCESSES

TRAIN TEAMS ON CUSTOMER JOURNEY AND TECH

WORK WITH VENDORS TO MINIMIZE BREAKDOWNS

THE WINNER IS...

EVERYONE!!!

GRAND PRIZE!!!

RESOURCE: Marketing		Marketing Solutions		www.cadencems.com	
Digital Curb Appeal-Search Engine Results					
Search Engine Used:					
Search Description:					
Describe Initial Search Engine Results Page (SERP):					
Specific Community Search Description:					
Did the SERP include the community in any ILS?		<input type="checkbox"/> Apartments.com			
		<input type="checkbox"/> Apartment Guide			
		<input type="checkbox"/> Rent.com			
		<input type="checkbox"/> Apartment Finder			
		<input type="checkbox"/> Apartment List			
		<input type="checkbox"/> Other:			
In which number position did the company/property website show on the SERP?					
Describe Community SERP:					

SCAN ME





Thank
you!