

Lubin Property Management

Experiences 21% Growth Partnering with
Propertyware Contact Center

COMPANY:

Lubin Property Management
Memphis, TN
www.lpmproperty.com

MARKET:

Single Family

PROPERTYWARE PRODUCT/ SERVICE:

Propertyware Contact Center

PROPERTIES: 1,500

“To setup a quasi-call center for leasing and maintenance would probably cost well over \$100,000, and I don’t think it would be as good [as Propertyware Contact Center]. Honestly, I don’t know how someone who is managing even 250 houses could expect to handle and grow their business without it.”

Michael Pelts

Partner, Lubin Property Management



THE CHALLENGE

Lubin was in need of a way to effectively manage, answer and qualify the increasing number of incoming leasing calls and maintenance requests on a daily basis, without having to hire additional staff.



THE SOLUTION

Propertyware Contact Center provided Lubin Property Management with:

- A team of live knowledgeable agents to answer leasing and maintenance calls
- 24/7 phone support for maintenance calls
- Appointment setting for property visits
- Better qualified prospects
- Integrated guest card synchronization directly into Propertyware
- Detailed reporting to analyze and optimize ad spend



THE RESULTS

- Seamlessly grew their business from 250 to 1,500 doors in six years
- Allowed staff to focus on managing other areas of the business that support and foster growth
- Confidence and transparency for owners, knowing their tenants and properties were being handled with care
- Tenants and owners were assured of getting in contact with a professional representative, with nearly zero wait time