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LeaseHawk Tracks Calls to Leases with LeaseTrace™

A first for the multifamily industry, LeaseTrace gives management companies the ability to track a phone call all the way through to a lease to determine their most effective advertising sources.

SCOTTSDALE, Ariz. – LeaseHawk, a leader in multifamily real estate technology solutions, announces the launch of its newest offering, LeaseTrace. The new product is a premium feature of the HawkEye Business Intelligence tool that gives management companies the ability to audit the effectiveness of their marketing and employee performance.

Management companies spend millions of dollars on advertising every year to generate quality lead traffic to their properties. But how do they know if those ad sources are generating leases? Harnessing the data captured from property management systems (PMS) and the LeaseHawk software suite, LeaseTrace provides direct insight into which calls generated actual leases.

"LeaseTrace delivers a whole new level of visibility and accountability. We've made it easy for owners and managers to audit their ILS' (internet listing services) by reporting on how many leases their ad sources generated," says Mike Mueller, LeaseHawk CEO. "Who cares if you get thousands of calls, you want to know what sources are delivering the most leases."

In addition to tracking ad source effectiveness with LeaseTrace, HawkEye gives insight on caller behavior and employee performance—all in one intuitive dashboard. It provides full transparency into the performance of an entire portfolio as well as individual sites.

HawkEye allows property owners and managers to:

- **Track Calls to Leases.** Make data-driven marketing decisions based on calls actually turning into leases—an industry first.

- **Replicate Their Talent.** Measure employee effectiveness based on industry scorecards and appointment conversion.

- **Track Every Property.** At-a-glance stats provide full transparency into the performance of an entire portfolio or individual site.

- **Take Their Data Anywhere.** Responsive, mobile-first design gives the flexibility and access to monitor performance anytime and anywhere.

In today's "big data" focused landscape, more and more companies are turning to business intelligence solutions to consolidate and simplify data from various sources and gain insight into key areas that affect profitability. According to Gartner, the business intelligence market is expected to grow to $22.8 billion by 2020. LeaseHawk developed HawkEye to meet the unique needs of the multifamily industry. LeaseHawk pulls data from its own platform, which tracks all communications in the leasing process, as well as data from property management systems to identify key areas that impact leasing success.

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About LeaseHawk

A pioneer in the multifamily apartment industry, LeaseHawk creates unique software to track prospects, optimize marketing activities and close leases faster. Its software suite empowers executives with the insight to evaluate key aspects of their business, including marketing, employee performance and leasing results. LeaseHawk is responsible for tracking and monitoring millions of dollars in leasing opportunities every year by processing more than 13 million calls, 5.2 million of which are from prospective renters. For more information, visit leasehawk.com or call (800) 485-8430.