



September 17, 2018

LeaseHawk Is First to Track Leasing Communication Performance with HawkEye BI

HawkEye Business Intelligence gives multifamily executives visibility into how long leasing agents are taking to respond to all inbound communications.

SCOTTSDALE, Ariz. – LeaseHawk, a leader in multifamily technology solutions, announced today the release of Communication Performance dashboards to its HawkEye™ Business Intelligence (BI) platform.

The three new dashboard views offer a new level of visibility into leasing team performance:

- **Action Required:** View the total number of contacts that have one or more communications that has not been viewed or responded to.
- **Response Time:** View how quickly your team responds to all inbound communications.
- **Communication Volume:** View communication volume by type (call, email and text) and by relationship (lead, prospect, applicant and resident).

The new Communication Performance dashboards use LeaseHawk CRM data to create real time analytics property executives can view on a mobile device, making it easy to check in on their properties from anywhere. While consumers' attention spans are getting shorter, statistics show the multifamily industry is not keeping up with demand. The average response time by a leasing professional is more than 39 hours, according to LeaseHawk user data. That's a big problem, considering Millennials and Gen Z renters—key multifamily prospects—will move on if they don't hear back from a property in minutes or less.

"It sometimes takes a leasing agent up to 48 hours to respond to a lead. That's just unacceptable in the eyes of today's consumer and it should be unacceptable to multifamily execs, too. These dashboards really give the executive level a look into their leasing agents' performance," says Mike Mueller, LeaseHawk founder and CEO. "They're going to be able to see if their leasing agents are closing out their daily actions and if they're doing it in a matter of minutes, hours or days. A lot of money is spent getting the phone to ring. But it's a complete waste if calls aren't being returned in a timely manner."

The HawkEye BI Communication Performance dashboards offer greater transparency into employee performance, allowing property executives to see exactly how many calls, texts and emails are being responded to and how long leasing agents are taking to respond. Executives can view response statistics by site or individual employee to see where areas of opportunity lie, to reward or correct behavior.

This new release to HawkEye BI, provides instant visibility into the key metrics that affect leasing success. It provides the visibility needed for decision-makers to audit their marketing and employee performance to maximize lease conversion. LeaseTrace™, a premium feature available in HawkEye, gives management companies the ability to track a phone call all the way through a lease to determine their most effective advertising sources.

To find out more about HawkEye BI and to schedule a demo, visit leasehawk.com/communication-performance.

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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 communications platform empowers executives with the insight to evaluate key aspects of their business, including marketing, staffing and leasing results. LeaseHawk is responsible for tracking and monitoring millions of dollars in leasing opportunities every year by processing nearly 12 million calls. For more information, visit leasehawk.com or call (800) 485-8430.