



Cumberland Pointe's occupancy jumps from 90% to 97% — with Knock

About Carter-Haston:

- HQ: Nashville, Tenn.
- 4,000+ units under management

Challenge: Reduce marketing costs while maintaining personal service

For Carter-Haston's Cumberland Pointe leasing team, relationships are everything. So much so, that when it came to signing more leases, while eliminating ILS channels and reducing marketing spend, they landed on a fail-proof motto. "We learned that sourcing higher quality leads can free-up leasing teams to 'build better relationships with prospects and residents,'" explained Niki Patterson, property manager.

She continued, "Too often, prospects are boiled down to just another unit, just another lease, just another number. The difference with Carter

Haston is we're not here to give prospects another apartment, we're here to give them a home. We look to do whatever we can to make this a place that someone can call home."

Approach: Responses in real time

The team implemented Knock in July of 2018. Niki added, "The team is actually able to follow-up with prospects in a meaningful way—they keep Knock open all day long, and as soon as that lead comes in, in real-time, they're able to respond to that prospect quickly, and get them in the door for a tour."

Results: Increase in occupancy and efficient marketing spend

After Knock was running, Patterson saw occupancy increase from 90% to 97% at her community.

"The crazy thing with Knock is we've actually decreased the number of ILS that we're using," she shared. "Knock is allowing us to do more with our leads, and our team is utilizing Knock to its full potential."

See more from Carter-Haston [here](#).

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— Niki Paterson, Property Manager at Cumberland Pointe

