



Living Well improves leasing team performance with Knock

About Living Well Homes

- 4,300+ units under management
- Full portfolio rollout on Knock
- Rolled out November–December 2020

Challenge: Quality control of prospect communications

In early 2020, Living Well Homes realized it did not have enough quality control over ensuring customer experience standards when it came to prospect communications.

“We didn’t have enough oversight on how our leasing teams were communicating with their prospects — nor data on our response rates and timing,” says Emily, who oversees communications at the company. The marketing team at Living Well had outlined communications expectations for leasing teams: “Each site was provided with communication tools and standards such as: follow up at least three times, spell-check your emails, and engage with prospects on the phone; however, without direct access to their inboxes, these standards couldn’t be strictly enforced.”

Without a way to track communications or ensure agents followed up with leads in a timely fashion, Living Well Homes was left wondering, “how many leads were getting lost in the shuffle? How many times had we lost a prospect because they heard back from another community sooner?”

Approach: Manage lead flow and track employee performance

“First, we wanted to refine and have oversight into our communications strategy,” Emily says. “We also wanted to give our teams an organizational tool to help them handle their time and manage lead flow. We also needed a tool that would allow us to evaluate our employees’ process and success.” And Knock fit the bill.

With Knock’s easy-to-use, all-in-one leasing dashboard, benchmarks, performance tracking, and reporting, Living Well gained clear visibility into leasing team activity — including individual team members’ communications — to see which

agents were performing well and which needed additional support.

Living Well also leveraged Knock’s Quick Replies function to streamline email communications with prospects: Leasing agents were able to choose from a number of email templates associated with different scenarios, with the ability to personalize them for each lead — ensuring teams were getting the right message across at the right time. Living Well Homes also programmed leads in multiple languages to cater to their diverse pool of prospects.

Results: More tours and approved applications, and an increased closing ratio

“The difference in our oversight and evaluation of communications is like night and day,” says Emily. “With Knock, we’re able to actually go in and evaluate performance and how they are staying on top of their lead flow.”

In addition to quantitative results, they use the communication records to facilitate conversations with employees and generate qualitative feedback on performance.

Living Well Homes also saw boosted employee productivity. “The feedback has been overwhelmingly positive from our teams,” says Emily. “It’s helped them organize themselves, it’s helped them book more tours, and it’s helped them work more efficiently as teams.”

Since implementing Knock:

- ↑ Tours increased 28%
- ↑ Approved applications increased 45%
- ↑ Closing ratio increased 46%

Read the full store [here](#).

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— Emily, Communications, Living Well Homes

