



## Flournoy Leverages Loss Reasons Report to Bolster Decision Making

### About Flournoy Properties Group

- HQ: Columbus, GA
- 5,200+ units under management
- Rolled out on Knock March 2021

### Challenge: Unreliable data on property performance

Prior to 2020, Flournoy Properties Group operated without a CRM (customer relationship management) platform. “We were manually entering our leads as they came in via email,” explains Joanna Harry, vice president of marketing.

With only manually entered leads, Flournoy not only faced the prospect of potentially missed leads — they were also using unreliable data that stemmed from those entries. And with plans to continue expanding their portfolio, teams weren’t getting the analytics they needed to support decisions.

Particularly in regards to lease ups, Harry and her team could make educated guesses as to why quality leads didn’t convert to leases, but without the data to back them up, they struggled to bring these issues up with the rest of Flournoy leadership. “We would know we had a pricing problem, but you can’t just all of a sudden say, ‘We’re going to lower rent,’” says Harry. “We have certain standards to meet and owners who are expecting solid evidence.”

### Approach: Get detailed prospect data with Knock’s Loss Reasons Report

To ensure they were getting the evidence they needed, Flournoy looked at Knock’s Loss Reasons Report, which helps teams understand why prospects are not choosing to rent at certain properties as well as how to address those issues.

“The properties that we’re really using it for right now are our lease-up properties,” says Harry. “Sometimes there’s a lot of traffic and no leases, so we can really dive into why people are not leasing.”

### Results: Improved ability to make confident business decisions

After seeing the reasons why prospects decide not to lease in the Loss Reasons Report, Harry and her team are also able to use Knock to address the issue, starting with checking in on leasing agent performance. “If there’s a property that’s not leasing, we’ll look at the traffic and guest cards to see what agents say in their follow ups,” says Harry. “Are they saying the right things, are they going through the right channels?”

The report has also become managers’ advocate in the boardroom. “It confirms what we already know, and it’s great to show the decision makers evidence that people aren’t leasing because we’re priced too high, or what percentage of unqualified traffic we have, like who went to competition or who needed something we can’t offer,” Harry says. “It helps to present more evidence, lobbying for a change.”

See the full story [here](#).

**“Knock is great to show decision makers evidence of why people aren’t leasing. It helps us lobby for change.”**

– Joanna Harry, Vice President of Marketing, Flournoy Properties Group

