



Davis Development Realizes Lease-Up Lift with Knock

About Davis Development:

HQ: Atlanta
Developer, owner, manager
4,800+ units under management

Challenge: Streamline property management operations

Before using Knock's front office SaaS platform, the onsite teams at Davis' developments started leasing when the doors to a new community opened. They weren't using a customer relationship management system (CRM) to track interest or conduct pre-leasing — however, Jessica Gooden, director of marketing, would still receive questions about leasing velocity and metrics.

"We don't typically staff a property until 2 weeks from opening, and upper management would expect to see confirmed leases right away," she said. "You can't typically expect a property to open with limited communication and expect people to come flowing through the doors. You have to start advertising and building quality relationships with prospects in advance."

Approach: Set up pre-leasing early on Knock

Now, when Davis Development opens a new community, they start the marketing process by

getting the property running with Knock at least a month in advance, before the new community even has a staff. Jessica leverages other teams during this time to go into the Knock dashboard and work the leads. "It's so easy for the teams to work together, and more importantly, our prospects are getting those quality touches," she explains. "People aren't losing interest. Knock gives us the ability to offer prospects information, get our advertising in, and see what works, which is really important."

Results: Leads and leases — even in crowded markets

45 leases in 4 weeks

Using Knock, Davis Development is seeing traffic, leads and leases increase across their portfolio, and pre-leasing velocity is up at their new developments.

Take, for example, Satori Frisco, a 331-unit community in competitive Frisco, Texas. The community opened its doors a year ago with 45 leases — something Davis had never been able to do before Knock.

"We were able to get 45 leases in just 4 weeks of pre-leasing," Jessica said. "Most management companies I have worked for hire one person to start pre-leasing a property at least 2 months in advance. We have proven that with proper lead management through Knock, we can accomplish the same if not greater results in half the time." After seeing how Knock up-leveled their lease game, Davis Development is hooked.

[Read Davis' full story here.](#)

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— Jessica Gooden, Director of Marketing



DAVIS
DEVELOPMENT



Knock's intelligent front office platform improves NOI. To see how, visit our [website](#) or [request a demo](#).