



Paredim ups leasing performance with a little (Knock) competition

About Paredim Communities

- HQ: New Haven, Connecticut
- Portfolio: 2,100+ units

Challenge: A more creative way to compete

Boasting a diverse portfolio that spans more than 2,100 units, Connecticut-based Paredim Communities has used Knock to oversee and expand its operations for more than three years. Always keen to keep an eye on surrounding competitors, Brian Lemire, director of operations for Paredim, relies on Knock Insights for up-to-date analytics concerning the leasing industry at large — as well as a more internal-focused means of improving team performance and sparking some friendly competition.

Approach: Introducing the Knock Star Challenge

“We have a monthly call with our Knock team, where we go over the performance of particular assets,” Brian explained. “We see who’s struggling and who’s doing well. When we noticed a few sites weren’t performing to standards, we opted to make things a bit more fun and kick in a little something-something” for the best-performing property in order to increase engagement with Knock’s platform.

Enter the “Knock Star Challenge” — a casual dose of competition that did the trick. By referencing Knock’s Engagement Score, Paredim was able to see if teams were involved with their assigned lead management tasks and, most importantly, if they followed up with leads in a timely manner. The higher the Knock Engagement Score, the better the performance.

It was a smashing success: Over the course of the two-week competition, Paredim saw the Knock Engagement Score jump from 60% to over 80%.

Results: 20+ lead in just two weeks

“Seeing such an increase in our Engagement Score showed that team members were just non-stop responding to leads, immediately, and were keeping that follow-up going and going,” he said. “These insights definitely contributed to leases — there is just no ifs, ands, or buts about it.”

Additionally, Knock Insights also enabled Paredim to access industry data as a contextual, relevant backdrop to their performance. “Knock has the statistics to show how we compare against the industry,” said Brian. “Where should we be overall? Where should we be in Connecticut? What’s going to give us a competitive advantage? We’re always going to want to be ahead of what competitors are doing. Knock is how we gauge those metrics.”

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– Brian Lemire, Director of Operations, Paredim Communities

