

# ASSET LIVING CASE STUDY



## AT A GLANCE

### Challenges

- Generating more leads and tours.

### Results

- 9700 leads generated
- 45% increase in leads
- \$4.50 cost per lead
- \$35.50 cost per lease



# 9700

leads generated

# 45%

increase in leads

## OBJECTIVES

Asset Living was looking for the right solution to generate more leads and increase property tours by allowing their property managers to interact.

## SOLUTIONS

To generate more leads and tours, Asset Living implemented a system with Bonfire their customers preferred - increasing success and efficiency.

## RESULTS

Using Bonfire's solutions, they were able to increase leads by continuing conversations after property tours whether it was a thank you text message, receiving tour feedback, or getting a lease signed.