



SOUTHERN DOWNS: LEVERAGING ALPHA'S VERTICAL INTEGRATION PLATFORM



PROPERTY FACTS

Property:
Southern Downs

Location:
Statesboro, GA

Units/Bed:
214 units/624 beds



CHALLENGE:

Pre-leasing for the Southern Downs property is typically slow in the early months of the year, coupled with a saturated and competitive student-housing market, property managers need to be proactive in their leasing efforts to recapture their annual market share of residents. On Thursday, 2/6/20, a team member utilized our robust and proprietary communication platform and shared local news from Statesboro stating that a 150-bed dormitory would be closed by Summer 2020.

SOLUTION:

Realizing an opportunity to capture new leases, the regional property manager, asset manager, and the corporate marketing team worked swiftly – they laid out a marketing plan within minutes after the article was shared, created flyers, contacted the school's housing director, assembled an effective boots-on-the-ground marketing strategy, and communicated Southern Downs' availability and early-move in rates to the students at the dormitory.

RESULTS:

The marketing blitz, led by the on-site team, was successful. A \$5 print job, a handful of promotional items, and 5 hours later, four leases are signed, and an additional four leases were signed the next day. The net value of these one-year leases is over \$33,000. The on-site team is currently fielding phone calls from prospects interested in leasing at Southern Downs. The team was equally successful because our robust communication platform enabled us to go from information to insight to action within hours!