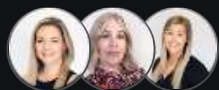




Know Your Numbers: The True Value of a Lead and HOW TO GENERATE MORE!

Welcome to the Rentvine User Conference. In this presentation, we'll explore how understanding the true value of your leads can transform your property management business.



3 Contributors





Marketing without math is just guessing

- let's put some science behind your lead generation strategy.



Why This Matters



Know What a Door Is Worth

If you don't know what a door is worth, you won't know what to spend to acquire it. This knowledge is fundamental to profitable growth.



Scale Smart with Lead Source Analysis

Understanding which lead sources perform best allows you to allocate resources efficiently and scale your business intelligently.

Types of Leads

Organic Website Leads

Leads that find you through search engines, directory listings, ai search answers, or by directly typing your URL. These typically have high intent but variable volume and take time to build up.

CLOSE RATE: MEDIUM | COST: LOW

Paid Ads (PPC)

Leads generated through Google Ads, Bing Ads, LinkedIn, social media advertising, or other paid digital channels. These can be scaled quickly (within a few days) but at a cost.

CLOSE RATE: HIGH | COST: MEDIUM-HIGH

Referrals

Leads that come from existing clients, partners, or other stakeholders. Often highest quality but not always predictable in volume. How much do your clients love you? Enough to recommend you to their family and friends?

CLOSE RATE: HIGH | COST: LOW

Acquisitions

Leads from purchasing existing property management portfolios from other companies. Often allows for rapid growth but requires capital investment.

*Expect Attrition

CLOSE RATE: HIGH | COST: HIGH

Outbound

Leads from direct outreach through mail, networking, cold calling, and other proactive methods. Requires consistent effort but can yield targeted results.

CLOSE RATE: VERY LOW | COST: LOW

Receivership

Court appointed properties in distress. This aids banks, investors, and property owners ensure legal compliance while working towards financial recovery.

CLOSE RATE: HIGH | COST: NONE | DIFFICULTY: HIGH



Cost & Conversion by Lead Type

Worksheet #1

Lead Type	Cost per Lead	Conversion Rate	Time to Close
Organic	\$__	__%	__ Days
PPC	\$__	__%	__ Days
Referral	\$__	__%	__ Days
Acquired	\$__	__%	__ Days
Outbound	\$__	__%	__ Days

Understanding these metrics for your business is crucial. Which lead source converts best for you? Which costs the most? The answers will guide your marketing strategy and budget allocation.



Calculate Lifetime Value of a Customer

Worksheet #2



Annual Revenue Per Unit

Your recurring management fee per unit plus any additional revenue from other programs.



Tenure

Average years a client stays with you



Units

Average number of units per client



Lifetime Value

The total worth of acquiring one client

What's a Client Worth? - Example

\$2,200

Annual Revenue Per Unit

4

Years Tenure

1.2

Units Per Client

\$10,560

Lifetime Value

This client with 1.2 units generates \$2,640 in annual revenue. Over their 4-year lifetime, they'll contribute \$10,560 to your business.

Knowing this number helps you determine how much you can afford to spend on acquiring new clients.

Setting Your Marketing Budget

Worksheet #3

10%

Conservative

\$1,056 per client acquisition

15%

Balanced

\$1,584 per client acquisition

20%

Aggressive

\$2,012 per client acquisition

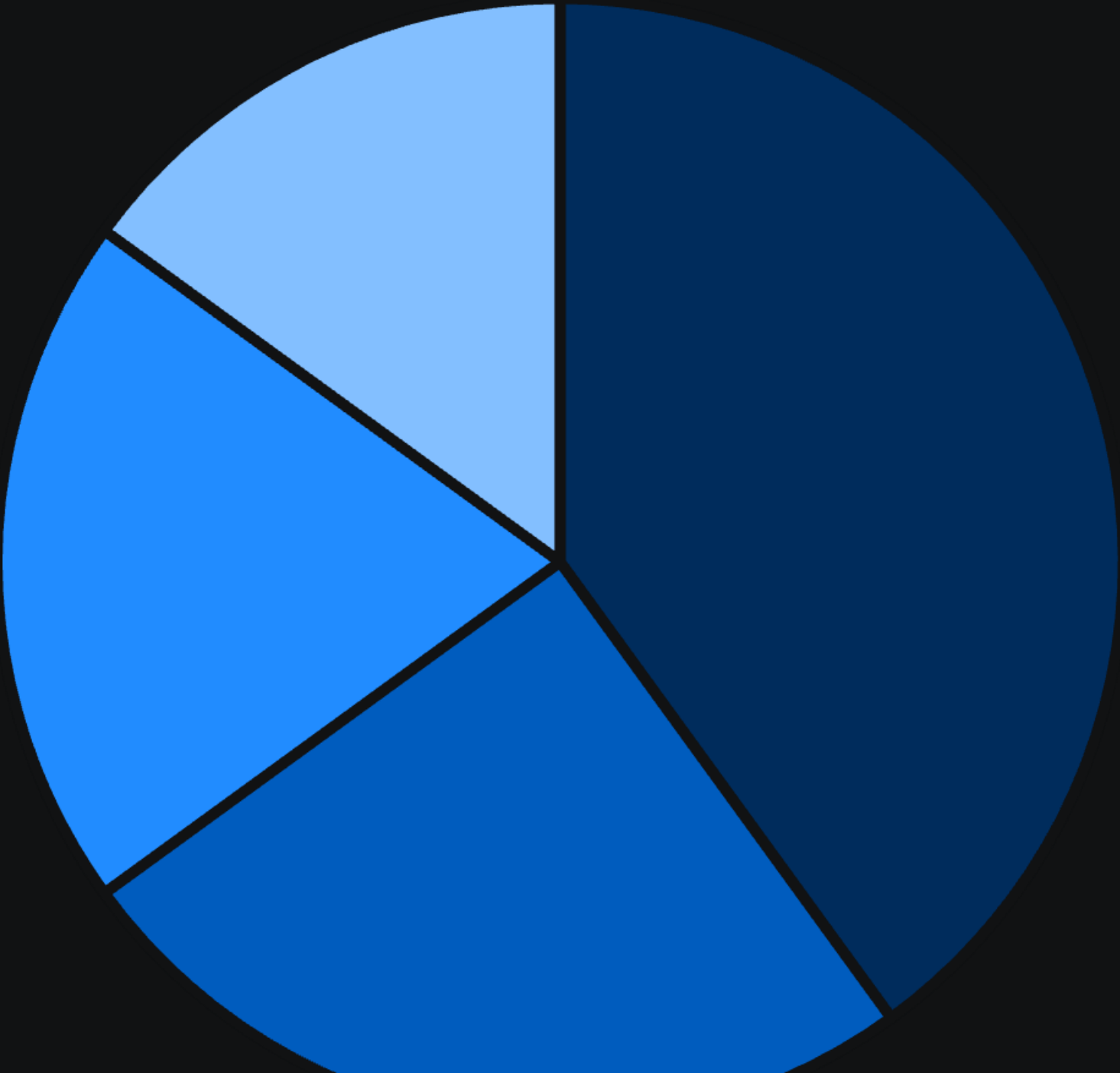
Based on our example LTV of \$10,560, these percentages represent different acquisition cost targets. To determine your annual marketing budget, multiply your target cost per acquisition by the number of new units you want to add this year.

Your comfort level with these percentages will depend on your growth goals, cash flow, and competitive landscape.



Ideal Client Matrix

Worksheet #4



Identifying Your Ideal Clients

Ideal Owner/Investor

- **Multiple properties in your service area**
- **Values professional management over DIY**
- **Financially stable with long-term investment goals**
- **Communicates clearly and responds promptly**

Ideal Properties

- **Well-maintained units in growing neighborhoods**
- **Close proximity to your office**
- **Align with your management expertise**
- **Appropriate rent-to-value ratio**

Where to Find Owners

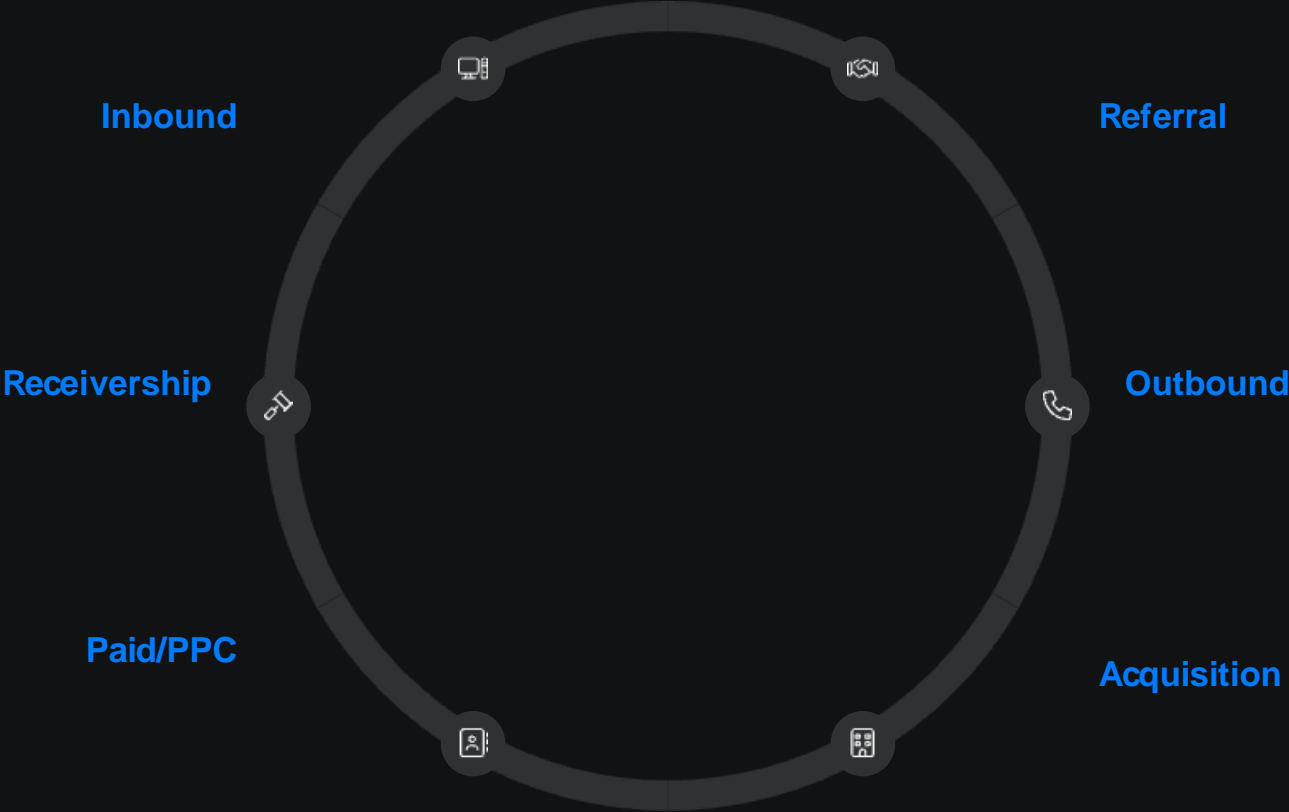
- **Local REIA meetings and investment clubs**
- **LinkedIn and Facebook real estate groups**
- **Zillow/Trulia "For Rent By Owner" listings**
- **Chamber of Commerce events**
- **County property records**

Your Unique Value

- **Differentiate with specialized services**
- **Highlight your track record**
- **Emphasize tech-forward solutions**
- **Share client success stories**

Strategies by Lead Type

Worksheet #5



Inbound Lead Strategies

SEO Optimization Improve organic search rankings through local market keywords, quality content, and technical website improvements. Content Marketing Create valuable blog posts, ebooks/guides, and resources that demonstrate expertise and...

Referral Lead Strategies

Realtor Networks Build relationships with real estate professionals who can refer property owners seeking management services. Vendor Partnerships Establish mutual referral programs with service providers in adjacent industries. Client Incentive...

Outbound Lead Strategies

Cold Calling Campaigns Systematically contact property owners with targeted messaging about your management services. Direct Mail Sequences Deploy multi-touch direct mail campaigns to property owners in target neighborhoods. Industry Meetup...

Acquisition Lead Strategies

Buy Books of Business Purchase client portfolios from retiring or exiting property managers to instantly grow your unit count. Acquire Units from Competitors Target and negotiate for specific property portfolios from competing management compani...

Inbound Lead Strategies



SEO Optimization

Improve organic search rankings through local market keywords, quality content, and technical website improvements.



Content Marketing

Create valuable blog posts, ebooks/guides, and resources that demonstrate expertise and generate organic traffic.



Website UX Improvements

Enhance user experience to increase engagement, time on site, and conversion rates. Force the action that you want!



Google Reviews Management

Actively solicit and respond to reviews to build trust and improve local search visibility. "If you build it they will come."





Referral Lead Strategies



Realtor Networks

Build relationships with real estate professionals who can refer property owners seeking management services.



Vendor Partnerships

Establish mutual referral programs with service providers in adjacent industries.



Client Incentive Programs

Create structured referral rewards that motivate existing clients to recommend your services.



Community Engagement

Participate in local events and organizations to build reputation and generate word-of-mouth referrals.

Outbound Lead Strategies



Cold Calling Campaigns

Systematically contact property owners with targeted messaging about your management services.



Direct Mail Sequences

Deploy multi-touch direct mail campaigns to property owners in target neighborhoods.



Industry Meetups

Attend property management and real estate events to make connections with potential clients. Lunch & Learns



Door Knocking

Visit properties in target areas to introduce your services directly to owners.



Acquisition Lead Strategies



BUY



Buy Books of Business

Purchase client portfolios from retiring or exiting property managers to instantly grow your unit count.



Acquire Units from Competitors

Target and negotiate for specific property portfolios from competing management companies. Sell undesirable leads!



Strategic Partnerships

Form alliances with complementary businesses that can lead to portfolio acquisitions.



Receivership Lead Strategies



Court-Appointed Opportunities

Position your company as a qualified receiver for distressed or disputed properties requiring professional management.



Distressed Property Management

Develop expertise in handling troubled assets to become the go-to solution for receivership situations.



Legal Networking

Build relationships with attorneys, judges, and court officials involved in property receivership cases.

Paid/PPC Lead Strategies



Google Ads Campaigns

Target high-intent keywords to capture property owners actively seeking management services.



Social Media Advertising

Create targeted campaigns on platforms like Facebook, Instagram & LinkedIn to reach potential property owners.



Retargeting Strategies

Follow up with website visitors through strategic ad placements to increase conversion rates.



Display Networks

Build brand awareness through targeted banner and display advertising on relevant websites.



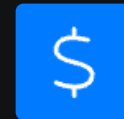
How PPC Drives Lead Generation Success

Pay-Per-Click (PPC) advertising delivers immediate search visibility while organic rankings build over time. You only pay when potential clients click your ads.



Localized Targeting

Tailor your strategy to any market size. Zero in on specific cities to optimize ROI. Utilizing long-tail keywords for each location to attract qualified leads from potential property owners and investors.



Flexible Budgets

No matter your market or budget, we have a tailored strategy that will drive results. Our clients see an average of \$250-\$350 per qualified lead, with campaigns scaling from \$500 to \$10,000+ per month.



Understanding PPC Budgets

Your PPC budget should match your market's search volume, not an arbitrary number. Insufficient funding limits ad visibility and dramatically reduces lead capture.



Showing 70% of the time may yield only 20% of potential leads. We can optimize any budget by adjusting targeting parameters and platforms.

Understanding PPC Budgets

<i>Target Area</i>	<i>#Searches a Month</i>	<i>#clicks per Month</i>	Expected Form Submissions	Expected Phone Calls	Total Expected Leads	Expected Cost/Lead
Phoenix	15,000	750	15	30	45	\$250
Mesa	2,500	125	2.5	5	7.5	\$250
Gilbert	700	35	0.7	1.4	2.1	\$250
Chandler	1,100	55	1.1	2.2	3.3	\$250
Surprise	800	40	0.8	1.6	2.4	\$250
Tempe	1,060	53	1.06	2.12	3.18	\$250

Managing PPC in Competitive Markets

Industry Expertise

Our deep property management knowledge gives clients an edge. We prevent competitors from driving up click costs.

Landing Page Experience

Google prioritizes ads based on website performance metrics. Better pages mean better ad placement.

Strategic Differentiation

We create unique value propositions for each client. Different targets mean less direct competition.

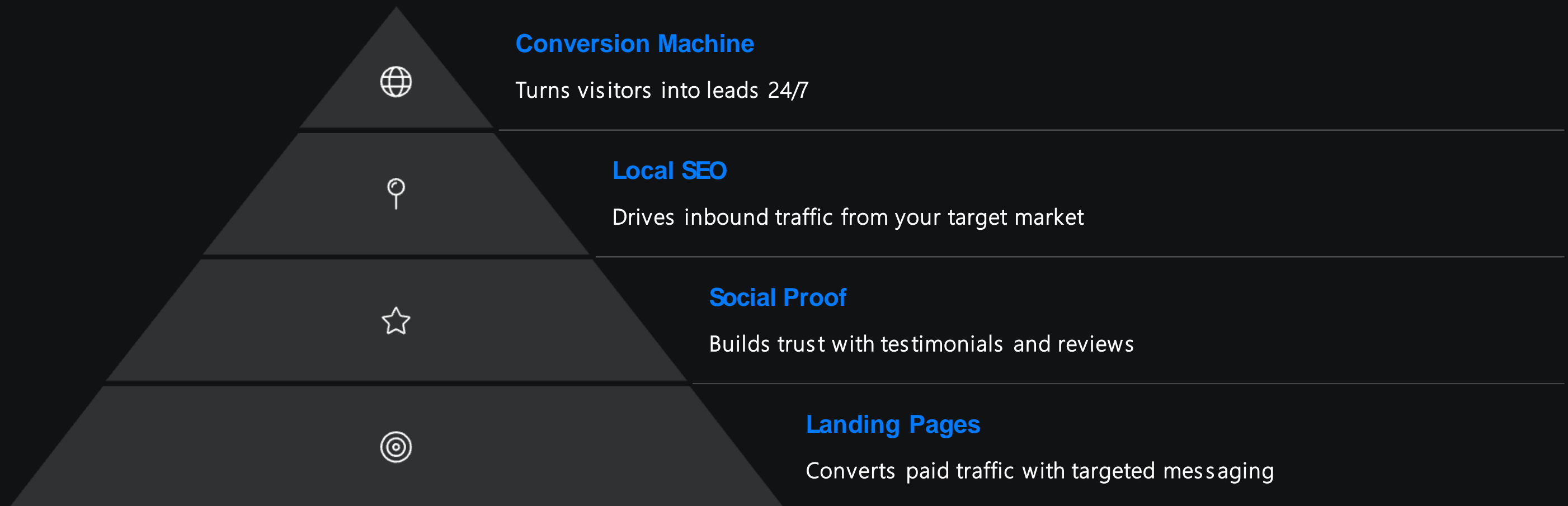
Budget Optimization

Smart allocation prevents wasteful bidding wars. Your marketing dollars work harder with strategic positioning.

Even with identical budgets and keywords, our proprietary approach ensures each client maintains market visibility without competing directly against one another.



How Your Website Supports Every Lead Type



Your website isn't just a digital business card - it's a critical component of your lead generation strategy. A well-optimized site supports all lead types by providing information, building credibility, and converting visitors into prospects.

Using the PMW Advanced Marketing Platform



Capture Address

Visitor enters property information. If they are not ready to give contact information, a physical mail postcard is sent and the rental address is captured for potential skip tracing.



Retrieve Property Info

System pulls property details and owner contact. Owner automatically receives a branded rental analysis report and a physical mail postcard.



Build Targeted List

Create a database of properties in play and owners interested in your management services.

Even when visitors don't leave contact information, you still have their address - a warm lead others don't have. This creates a unique opportunity to reach out first. One client used skip tracing on these anonymous leads and converted 20% into managed doors.

Being the first and only property manager to contact these owners gives you a significant competitive advantage.



Funnel Breakdown

Worksheet #6



Lead to Contact

___ touchpoints over ___ days



Contact to Qualified

___ touchpoints over ___ days



Sales Call to Close

___ touchpoints over ___ days

Understanding your sales funnel timeline is crucial for setting expectations and planning resources. How long does it take you to close a cold lead? Do you have a nurturing strategy for leads that aren't ready to convert immediately?

Tracking these metrics allows you to identify bottlenecks and optimize your process for faster conversions.

Additional Tools to Supercharge Lead Generation



Google Ads + Optimized Website

Create a self-generating lead system that works while you sleep. Target specific property types and owner demographics.



Skip Tracing

Uncover contact information for property owners from just an address. Turn anonymous website visitors into qualified leads.



AI Tools

Leverage smart CRMs, automated lead scoring, AI review replies, and chatbot pre-qualification to streamline your process.

The right technology stack can dramatically improve your lead generation efficiency. What's one tool or tech you're currently using that helps you get new leads?



Final Exercise: Action Planning

Worksheet #7

Identify Your Best Lead Source

Which lead type has been most successful for your business? Consider both conversion rate and cost per acquisition when determining your top performer.

Take a few minutes to complete this exercise in your workbook. Feel free to share your answers at your table or with me after the session. Turning insights into action is what creates real business growth.

Choose a Growth Area

What lead type do you want to grow? This might be an underutilized channel with high potential or a consistent performer you want to scale further.

Commit to One Action

What's one specific thing you'll do differently next week to improve your lead generation? Make it concrete, measurable, and achievable in the short term.

Interactive Group Prompt:

"What's one tactic you use to find new owners?"

Let's crowdsource strategies from everyone in the room:

- Do you use sticky notes to track neighborhood properties?
- Skip tracing to find elusive owners? Local meetups to build your network?
- What AI tools have you implemented to help drive new leads?
- Have you searched your business and competitors in the LLM's? (language learning models)
- Or something else entirely?

Sharing our collective wisdom helps everyone discover new approaches they might not have considered before.

Let's Connect



LTV Calculator & Downloads

Scan the QR code in your worksheet to access our free lifetime value calculator and additional resources to help you implement what you've learned today.



1 on 1 Strategy Session

Have questions or want to discuss your specific lead generation challenges? I'm available for one-on-one consultations to help you apply these strategies to your business.



Stay Connected

Connect with me on LinkedIn for ongoing tips, industry updates, and future events. I regularly share insights on property management marketing and lead generation.