



# Hill Properties increases conversion rates and eliminates ILS spend with improved web presence.

## Challenge

Hills Properties was relying on underperforming and expensive ILSs for leads, which resulted in poor ROI, an unsustainable cost-per-lease, and limited online presence.

## Solution

G5 developed a cost-effective marketing strategy to generate highly qualified leads and work to eliminate the need for ILSs. Individual websites were redesigned with proven SEO and PPC strategies to best reach potential residents.

## Impact

Hills Properties reduced its cost-per-lease by more than 90 percent and canceled all ILS contracts after partnering with G5. Hills Properties was able to reinvest its marketing budget to effective digital marketing platforms, for a fraction of what they were spending on ILS leads.

**100%**

**Increase in Digital Marketing Leads over 4 Years**

**3x**

**the number of lead conversion rates from G5 compared to ILS leads**

**+90%**

**reduction in cost per lease compared to ILS leads**

Hills Properties is a fully integrated real estate company specializing in multifamily apartment communities and commercial real estate. The company owns and operates an expanding portfolio of upscale apartment homes throughout the Midwest and Southwest.

“Since we’ve had G5, we’ve been canceling one ILS contract after the next and taken that money and invested a portion of it in our G5 digital marketing efforts, which delivers leads that convert at three to four times higher rates than those from ILSs.”

– Maria Lashells,  
Director of Marketing and Training,  
Hills Properties

## ABOUT G5

As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact. Through its Intelligent Marketing Cloud, G5 delivers unrivaled performance and scalability through predictive analytics, hyper-personalized customer experiences, and continuous spend optimization.

**Learn more at [GetG5.com](https://www.getg5.com)**