



Pensam Residential Reduces ILS Spend and Increases NOI

Challenge

Pensam Residential's marketing efforts were inefficient, leading to a high average cost per lease (\$500-\$800) and cost per move-in (\$1K). The company was spending \$1.5M on ILSs and getting less than a 2% move-in rate.

Solution

Pensam turned to G5 to optimize their marketing spend. Pensam's websites were upgraded with a focus on SEO and responsive design, and more money was allocated for PPC ads. ILS ads were greatly reduced, and print materials were completely eliminated.

Impact

G5's collaboration with Pensam delivered significant operational advantages, including increases in NOI and property valuations.

\$750K

reduction in ILS spend

650%

increase in lead-to-lease conversions

\$87K

increase in NOI

Pensam Residential is an alternative investment and asset management firm focused on commercial and residential real estate ventures with approximately 20,000 units from 75 properties in eight states.

"Before G5, we identified our marketing efforts were inefficient and our average cost per lease was too high. With G5, our website conversion rates are at 15%, allowing us to reduce our ILS spend by \$750K over the next 18 months."

– Meggan Shaw-Butler, VP of Asset Management, Pensam Residential

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