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

“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

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