



With RentCafe Marketing, we don't have to guess anymore. We can **clearly see what's working** and **adjust in real time** — driving our **highest returns** ever.

TIFFANY WALSH

Director of Marketing
Nolan Living



Multifamily | 6,300 units

nolanliving.com

Nolan Living **reduced cost per lease**,
increased rental income and **saved time**



Lower cost per lease

\$121

WITH REACH SEO



Higher rental income

\$6.3M

WITH REACH PPC



More time back

Hours saved

WITH LCP MEDIA

THE CHALLENGE

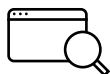
Nolan Living lacked visibility into which marketing sources were driving qualified traffic and leads. The team was investing in multiple channels, including ILS listings, but results varied and weren't easy to measure.

THE SOLUTION

Nolan Living turned to RentCafe Marketing to enhance its digital presence, reduce spend and get performance transparency. Now, with REACH by RentCafe and LCP Media, the brand is seeing optimal results.

Real client, real results

Since Nolan Living adopted REACH SEO and PPC, rental income is over **\$16 million**



REACH SEO

Nolan Living is driving the strongest results with ongoing professional SEO. In one year, SEO brought in **618** leases with a **7.26%** conversion rate across **26** properties. The average cost per lease is **\$121**. For every **\$1** spent on SEO, Nolan Living got back **\$143** in revenue, totaling **\$10.8** million in net rental income.



REACH PPC

In that same year, PPC ads produced the third highest rental income and the second highest lead-to-lease conversion rate. Nolan Living saw **383** leases with a **4.31%** conversion rate tied to PPC. The average cost per lease landed at **\$1,439**, ROAS at **12:1** and net rental income at **\$6.3 million**.



LCP MEDIA

LCP Media helps Nolan Living **gain hours back** and improve the renter experience. TourBuilder makes it easy to show off floor plans with engaging photos, videos and virtual tours. Teams can publish media **within seconds**, allowing renters to quickly explore available units on their websites and listings.

LCP Media improved the way we **showcase our properties and floor plans**. It's now **incredibly convenient for the renter** to take a unit-level virtual tour. TourBuilder makes everything seamless.

TIFFANY WALSH

Director of Marketing

See full story



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RentCafe *Marketing*

