



Cost per lease is usually \$200-400.

For us, it's **\$90** because of working with **REACH** ... they're that good at what they do.

DALIA KALGREEN

Vice President of Business Development
Unified Residential



Multifamily | 5,000 units

unified-residential.com

Unified Residential **reduced cost per lease, boosted conversions** and **increased rental income**



Lowest cost per lease

\$90

WITH SEO



Best conversion rate

9.86%

WITH PPC



Highest rental income

\$9.1M

WITH SEO

THE CHALLENGE

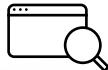
Unified Residential saw limitations with its previous marketing stack. Websites weren't functional for prospects and residents, plus they weren't properly optimized, leading to results that fell short.

THE SOLUTION

Unified Residential sought help from REACH by RentCafe. Now, the brand has high-performing websites that generate more leads, leases and rental income, resulting in stronger ROI.

Real client, real results

With REACH SEO and PPC,
rental income is over \$9 million



REACH SEO

Unified Residential is driving results with ongoing professional SEO. In one year, SEO brought in **92.39%** more organic leads and **652** leases with an **8.03%** conversion rate. Engaged sessions rose by **36.25%**, clicks by **50.54%** and total conversions by **123.25%**.

The average cost per lease landed at **\$90**. For every **\$1** spent on SEO, Unified Residential got back **\$153** in revenue, totaling **\$9.1 million** in net rental income.



REACH PPC

Over the course of the same year, PPC ads produced the highest lead-to-lease conversion rate and third highest rental income. Unified Residential saw **49** leases with a **9.86%** conversion rate directly tied to ongoing PPC. The average cost per lease is **\$633**, ROAS is **27:1** and net rental income is **\$842,202**.

REACH stands above the rest. **Talking to an agency that understands the future — and is taking steps to make sure we're part of that — is phenomenal.** That's when you know actually have a partner.

[See full story](#)



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REACH | **YARDI**
by RentCafe