

Case Study:

Allegiant-Carter proves they're a luxury brand & reduces fraud with the most innovative touring tech on the market.



The Challenge: Providing a high-tech tour experience — for both leasing teams and prospects.

Allegiant-Carter Management, a Tampa-based property management company, prides itself on its ability to provide a high-touch customer experience at all of their communities. But as the company has grown over the last few years, that's become a tall order.

“Our company is rapidly expanding, and most of our acquisitions are luxury properties in bigger markets,” said Sales Trainer Jennifer Christy. “And in those markets, our customers are expecting a high level of technology.”

This was especially evident when it came to tours — often a prospect's first in-person experience with a particular community. Without a touring-specific solution, Allegiant-Carter felt like they were falling behind in terms of brand presence, with many leasing teams still relying on paper property maps and availability sheets.

Furthermore, while they had ID scanning capabilities, “we weren't utilizing any program to protect us from fraud on the prospect level,” said Christy.

Let's get into **the approach & results** →



The Approach: Get clear fraud data and improve team performance with Knock Tours.

Allegiant-Carter decided to pilot Knock Tours, a fully integrated touring companion from Knock CRM. With single-click ID scanning and selfie scan, Knock Tours helps prevent fraudulent renters from entering your property, applying for a lease, and turning into a costly mistake.

Knock Tours provides flexible, modern touring options to match the needs of any prospective renter. **“Knock makes it easy to ensure that we’re engaging with customers in a timely manner,”** said Christy.

“We really focus on the customer experience, rather than our product, and being able to have availability, maps, and floorplans at your fingertips makes the customer experience great from the beginning. It’s invaluable.”

Knock Tours was also extremely easy for leasing teams to use. In particular, teams enjoy the ability to send prospects a tailored quote right at the end of the tour, said Christy. “Nine times out of 10, the first thing they say is the ease of doing the quote right there in front of the customer. It’s full transparency, and makes the process so much easier.”

The Results: Increased visit-to-lease by 5% and gained clarity on fraud exposure.

Thanks to Knock Tours, Allegiant-Carter finally got a clear picture of fraud exposure, and what they found was staggering: **On average, each of their communities is exposed to roughly \$13,666 worth of fraud costs per month.** “Having that data is super valuable to us,” Christy said.

Allegiant-Carter also saw visit-to-lease conversions increase by 5%, which Christy attributes to the fact that “we have such an easy process, as well as being able to generate quotes right there with that transparency.”

Furthermore, “Knock really put our money where our mouth is to help create that great experience for our prospects,” said Christy. “Knock really just backed up what our sales velocity has been, and now our associates can see that we are doing something about it, so they know that we’re listening to them and we want to make their lives and our customers’ lives as easy as possible.”

The cherry on top was Knock’s dedicated onboarding and support. “The support we have gotten from Knock has been amazing,” said Christy. “They are so responsive if there’s an issue, and that’s why we will always stay with Knock.”

Looking to the future, Allegiant-Carter plans to go portfolio-wide with Knock Tours, with new properties automatically starting on the platform.

“I’ve worked with a lot of different CRMs throughout my career, and there’s not one that is as user friendly [as Knock],” said Christy. “There is no CRM that makes it as easy to ensure from all aspects that we’re engaging with our customers the way we should be and doing it in a time-efficient manner. This technology is necessary for a good customer experience.”

**Ready to see how Tours
can help you mitigate fraud?**

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