

Case Study:

Thies & Talle Modernize the Leasing Journey and Kick Their Customer Experience Into High Gear with Knock®



The Challenge: A manual leasing process leads to mistakes and missed opportunities.

With over three decades of property management experience, Minnesota-based Thies & Talle Management have cultivated a portfolio of asset types that spans rural and urban, affordable and luxury.

But while their portfolio grew, their tech and software couldn't keep pace. "The way that our PMS does follow-ups, there are so many clicks to get through the process," explained Marketing and Training Coordinator Shannon Hamilton. And from recording prospect activity, to adding notes, to remembering to follow up via email or phone, each step of that process was manual — steps that were often skipped.

With such a time-consuming manual process, teams didn't add prospects into the system until they were ready to be added to the waitlist. "I didn't know where we found these prospects or how long they were a prospect before they actually got to the waitlist — important information that I need to know how to market a particular property," Hamilton said.

Furthermore, with their previous workflow, leasing agents easily lost track of following up with prospects, and with such a manual process, they often didn't leave detailed notes — a problem if they were out of the office and another agent stepped in.

“It was a major missed opportunity,” Hamilton said. “The amount of time it took to work on prospects and all these tedious activities, I knew there was something that needed to be fixed.”



THIES & TALLE
MANAGEMENT

Let's get into the approach & results



The Approach: Make their leasing journey smarter and more efficient with Knock.

Hamilton heard about Knock, and turned to the Multifamily ShareSpace Facebook Group. After asking what people in the group thought about Knock, the response was overwhelmingly positive, so Thies & Talle decided to give Knock a try.

Once Knock was up and running, the tools and features “spoke for themselves,” said Hamilton, especially in a few key areas.

Knock’s [Centralized Leasing Suite](#) easily addressed the issue of leasing agents not communicating with each other. With Knock, teammates can have access to each other’s workstreams, inboxes, contacts, and calendars

across properties — ensuring that work always gets done. Additionally, automated follow-up reminders ensure no prospect gets missed.

With Knock’s [Ad Spend report](#), Thies & Talle could finally track where leads were coming from through easy-to-access (and easy-to-share-with-leadership) reports.

Another area Thies & Talle leveraged Knock was [renewals](#). Previously, “we didn’t get enough one-on-one time with our residents during the renewal process,” said Hamilton. Now, Thies & Talle leadership knows that leasing teams will “be talking with residents often to see what we can do to get them to stay.”

The Results: Hours of time saved each week, plus a better customer experience for prospects and residents.

Now, with Knock rolled out to their portfolio, Thies & Talle can make sure that “all of our prospects are in there and they’re all attributed to a marketing source,” Hamilton said.

Knock’s [gamified nature](#) is also saving teams time and improving their performance: “Leasing teams like the fact that we can see that they’re confident in their job. The office staff is probably saving 20 minutes per prospect, per day,” said Hamilton. And as a trainer, Hamilton has saved between five to 10 hours per week thanks to Knock’s ease of use and ongoing support, including live-chat support built right into the Knock dashboard.

Finally, Thies & Talle has improved the customer experience for both prospects and residents.

“Whether it be a virtual tour or self-scheduling, Knock has made it much easier for prospects to get in the door the way that they want to get in the door.”

[Learn more about Knock](#)