Protocol
LEAD GENERATION

CASE STUDY · PROPERTY MANAGEMENT · LEAD GENERATION

How a Windermere property manager signs clients at a fifth of the industry cost

Jodi Croft was moving from real estate sales into property management, and floor calls weren't enough to build a business. Protocol built her a focused landing page and a tightly targeted ad campaign that turns local searchers into management clients.

24% vs 5%

LEAD CONVERSION RATE

Nearly five times the industry average.

$45 vs $216

COST PER LEAD

A fraction of what most property managers pay.

$270 vs $1,296

COST PER NEW CLIENT

Every new client costs about a fifth as much.

1 in 6

LEADS BECOME CLIENTS

About 17% of leads sign on for management.

RESULTS COMPARED WITH PROPERTY MANAGEMENT INDUSTRY AVERAGES

THE CHALLENGE

Building a book of business from scratch

Property management takes years of reputation to break into, and the big regional firms have marketing budgets most independent managers can't match.

Jodi was a real estate agent moving into property management with Windermere Property Management | Lori Gill & Associates, a firm with more than 20 years of residential management experience. New business came mostly from floor calls, a slow trickle of opportunities.

She knew she needed to do more, but not what to do or where to start. A friend recommended Protocol.

> **"I couldn't afford to throw money at marketing and just hope that business would pick up."**
>
> JODI CROFT, PROPERTY MANAGER

CLIENT
Jodi Croft, Property Manager

BROKERAGE
Windermere Property Management | Lori Gill & Associates

FIRM EXPERIENCE
20+ years in residential property management

STARTING POINT
New to property management, leads from floor calls

COMPETING AGAINST
Large regional managers like Greystar

WHAT PROTOCOL DID

A landing page and the right audience

1

A landing page, not a costly website

A simple two-part page with just enough information for an owner to take the next step: contact Jodi.

2

The right searches

Ads reached owners already searching for what Jodi offers, like property management, full-service leasing and lease-only service.

3

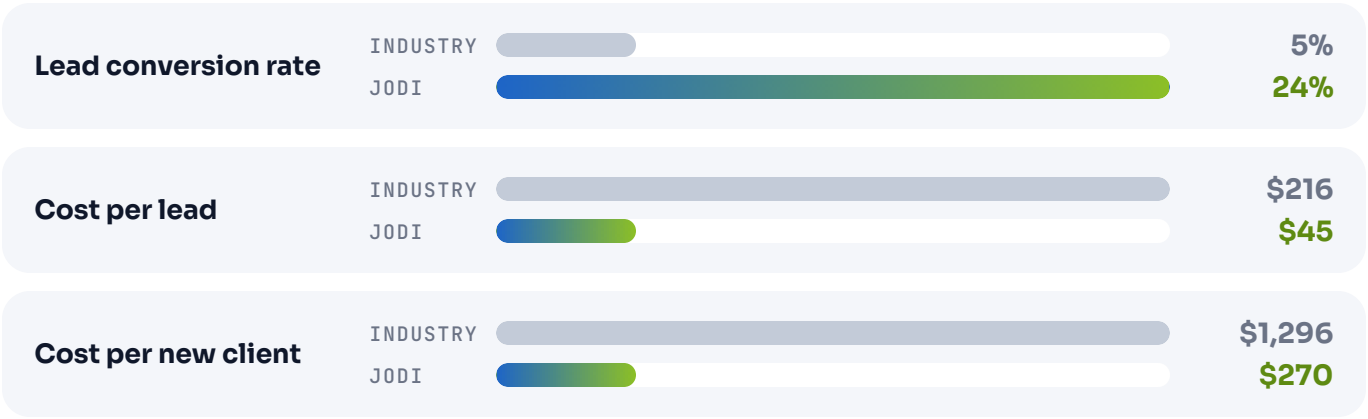
The right place and budget

Ads showed only in the areas Jodi serves, on a modest daily budget that Protocol measured and tuned closely.

THE RESULTS

Busy, and signing clients for a fraction of the cost

Jodi had never run pay-per-click ads before, so her results are compared with property management industry averages.



What each new client costs

$1,296
Industry average cost per new client

$270
Jodi's cost per new client

$1,026
Saved on every new client

Leads across every kind of management

Protocol has generated targeted leads for virtually every area of property management, including:

Residential · Commercial · Multifamily · Lease only · Leasing + full management



"Using Protocol is the best thing I could have done to grow my business. Since I first reached out to Protocol, I've had the chance to speak with dozens of other property management agents who have tried all types of marketing. Nothing they shared was as successful as what I achieved with Protocol. I feel really lucky that Protocol was the first thing I tried. I'm really busy now... and really happy!"

Jodi Croft · Property Manager, Windermere Property Management | Lori Gill & Associates

Industry figures are property management averages for leads acquired through pay-per-click campaigns. Cost per new client is based on Jodi converting about 1 in 6 leads (17%) into management clients.

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PROTOCOL TODAY

Exclusive, ready-to-close leads for property managers, lenders and agents

Everything we learned building campaigns like Jodi's now powers our lead programs. We run the ads, landing pages and AI search visibility, and you get the clients, never shared with a competitor.

Exclusive leads
Every lead goes to one business only.

Targeted by service and city
Owners searching for exactly what you offer, where you work.

Built to convert
Landing pages and ads tuned for people ready to act.

Found in AI search
Visible where owners now ask ChatGPT and Google's AI.

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