

255 Grand Case Study

Marlo Capps is the leasing manager for 255 Grand, a luxurious apartment community with lavish resort-like amenities in the heart of Downtown Los Angeles.

Their mission: 'Elevate Your Life To A Grand Scale' is evident in their upscale atmosphere. Creating a cohesive and vibrant apartment community is fundamental for residents to feel welcomed and want to continue their stay for years to come.

Therefore, creating a first impression is of the utmost importance to show trust and value to their residents.



“ Now, all the information is in one place. MuvnDay has saved us so much time.

Marlo Capps, Leasing Manager

255 Grand

- 391 apartment homes
- 27 stories
- Luxury residential tower
- Downtown Los Angeles

Challenges

Like most large apartment communities, 255 Grand didn't have a consistent onboarding process and looked at ways to improve the resident move-in experience. They wanted to consolidate the distribution of information, making it less time consuming for leasing consultants and more concise and impactful for new residents.

With multiple leasing consultants handling high volumes of move-ins, there was a broken line of communication both internally and with clients. Having an inconsistent process was time-consuming for their personnel and frustrating for incoming residents.

Capps explains, "If I don't give a prospect good directions to the building for their tour, they'll be flustered. The same applies for move-ins. If they don't know everything they need to know before arrival and they have unanswered questions, it is going to lead to an unhappy move-in right away."

MuvnDay understands their concerns and frustrations. "Our analysis showed that 255 Grand's current onboarding system was not streamlined," says Craig Lyn, Founder and CEO of MuvnDay. "It became apparent their broken system was causing too much time spent with redundant questions and too much back and forth with new residents."

Results

95%
reduction

Hours spent with
each resident

80%
increase

Residents arriving
prepared

60%
decrease

Interactions
with residents

Solution

After a brief setup and onboarding call, 255 Grand immediately began using MuvnDay, which allowed the leasing staff to replace their manual processes that included a physical welcome packet, emails, text messages, and telephone calls.

Now that communication has been streamlined, leasing consultants can verify and monitor the onboarding process all within MuvnDay.

"Our biggest challenge was forgetfulness. Now all leasing consultants can have access to anyone's information. If there is a handoff, it's now seamless," Capps explains.

In addition to a seamless move-in experience, MuvnDay has saved time within 255 Grand's leasing office operations. "MuvnDay has taken the pressure off the leasing office," emphasizes Capps. "Now there is less to manually send out. Everything a resident needs from us, and we need from them, is now stored in one place. MuvnDay has saved us so much time."

Lyn comments, "Our mission for MuvnDay is to deliver peace of mind for both property managers and their new residents. 255 Grand can now live up to their mission of elevating a lifestyle and truly creating an exceptional first impression that will drive resident retention."