

# Picasso Brentwood Case Study

Eunice Lee is the community manager for Picasso Brentwood, an apartment community professionally managed by Greystar. Located in the Brentwood neighborhood of Los Angeles, her focus is to deliver exceptional customer service and make living at Picasso Brentwood a breeze.

Their residents tend to be modern and tech-oriented, therefore Picasso Brentwood implemented a number of innovative solutions such as an app-enabled keyless entry system, among other tools, in an effort to make resident life easy and simple.

Picasso Brentwood wanted an onboarding system that would further distinguish their property, while at the same time, reduce their workload and save time so they could focus on leasing.

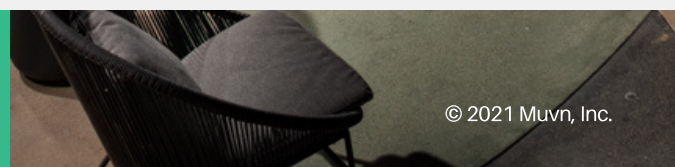


“It’s crucial for the move-in experience to be seamless and simple because this translates into higher retention.

*Eunice Lee, Community Manager at Greystar*

## Picasso Brentwood

- 81 apartment homes
- 7 stories
- Luxury mid-rise
- Los Angeles



# Challenges

Lee prides herself on being very organized. She ensures that her leasing team is on top of things and that every move-in is seamless.

However, she needed her team to focus on leasing, while at the same time, maintain positive online reviews through an impressionable resident experience.

During the move-in process, each leasing consultant would write individually tailored emails, manually follow up with residents, track communication, and collect information.

On move-in day, her team would conduct an orientation and walk-through. Shortly afterwards, residents would often contact the leasing office with redundant questions. The additional time and interactions prevented her staff from prioritizing marketing the property, responding to leads, and giving prospects tours.

She needed a way to improve their workflow to increase efficiency, and concentrate on leasing, while maintaining the same high-level of resident satisfaction.

# Solution

Even though Lee and her leasing team already had a well-oiled machine, after implementing MuvnDay, they saw an immediate impact—the time spent with applicants decreased.

MuvnDay made communicating, collecting, and keeping track of move-in information very easy. With a quick glance at the MuvnDay dashboard, her team knew the status of all their residents. On move-in day, her leasing team spent less time on the orientation and residents had fewer questions.

“MuvnDay tremendously reduced the time that leasing team has to spend following up. We don't have to do that much manual communication with residents. MuvnDay gets them familiarized with the property before moving in,” says Lee.

She adds, “To have successful retention and renewals, everything needs to be smooth and perfect from the application to move-in process. If there's a hiccup, then you already have the resident thinking this is annoying, I don't want to renew. After the hiccup, they're not in a good place.”

“That's why it's crucial for the move-in experience to be seamless and simple. We have to ensure that it feels easy because this translates into higher retention and therefore renewals,” continues Lee.

J Turner Research recognized Picasso Brentwood as one of the 2020 Elite 1% for having the best online reputation in the nation. Lee emphasizes, “We work hard for those online reviews. Having MuvnDay is important for us to maintain and create a consistent resident move-in experience that helps drive positive online reviews.”

“It's really important that we impress new residents,” insists Lee. “In surveys, they praise leasing consultants saying, ‘The move-in process made my life so much easier. It was never like this at other properties.’”

She remarks, “Our new process with MuvnDay shows residents that we're professional, and we know what we're doing. It allows us to build trust with our residents so that we can earn their confidence.”