



Knock helps Aspen Square streamline their front office tech stack

About Aspen Square Management

- HQ: West Springfield, MA
- Real estate investment and property management firm
16,000+ units under management
- Full portfolio rollout on Knock

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As one of the first to build its own front office tools, Aspen Square is well-known for being tech-savvy and focused on innovation across all aspects of its business. For the property management group, that meant using several tools to complete daily business including: its in-house Craigslist posting and texting applications, plus several other tools to manage advertising, communications, and leads. All that was on top of their back office property management system. Some of the vendors had technical issues or didn't sync well. All of this pain was compounded by a difficult reporting process, because communications were happening in different places.

"You could never really get the full picture of a prospect's lifecycle, and how our team responded," said Aspen Square Partner Brian Murphy.

Approach: A streamlined front office tech stack
Knock streamlined Aspen Square's front office tech stack by replacing four different point solutions. "It's easy to access everything from one place," Murphy added. "Now we have better reporting and improved visibility."

Results: Clarity to control costs

One of Aspen Square's biggest initiatives since implementing Knock has been improving response times and engagement scores.

"If you want someone to get better at something, you have to track it," Murphy shared. "Knock encourages good behavior. Our biggest initiatives so far have been improving response times and engagement scores. We have visibility into everything we need to hold teams accountable."

In addition, "Knock has given us clarity to control costs," Murphy added. "Before, we were manually tracking leads and leases from each advertising source and figuring out costs. Knock's ad cost reports and source tracking allows for better insights. We've dropped or added ILSs and marketing sources based on what we're seeing in Knock."

See how Aspen Square improved conversion rates.

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Brian Murphy, Partner, Aspen Square Management

