

Knock Insights Help Scott Management Blow Past Benchmarks

About Scott Management

- HQ: Alexandria, Virginia
- 4,380+ units under management
- Full portfolio rollout on Knock
- Rolled out October 2020

Challenge: Poor reporting meant no insight into market performance

Operating in the Washington, D.C., area since 1961, Scott Management has always worked to ensure their teams had the support they needed to excel. Now, with nearly 4,500 units across the region, Scott has channeled that ethos into adopting technology that helps them gain a steady footprint in their market and provide the best service possible to residents.

But in recent years, their efforts were hampered by unreliable reporting from their property management system.

“Reporting is central to us,” said then Operations Manager Esteban Dominguez. “It lets us know how leasing is doing in different markets and how the market is responding to us; it’s big for our teams. But with our PMS, reporting was bad. It wasn’t user friendly, you could never trust our numbers, and we couldn’t test. We were blind the whole time.”

That left leasing teams to find other methods of accurately tracking prospects. “Our goal was to ensure we were able to effectively monitor leads coming in from advertising sources,” explained Tjuana Williams, leasing manager at Scott Management’s 1,500-unit Oakcrest Towers property. “We were using Google numbers, anything to effectively monitor leads.”

Approach: Gain greater visibility into performance with Knock’s best-in-class business intelligence

Based on recommendations from industry peers, Scott Management leadership decided to try out Knock CRM.

Knock Insights distills billions of data points to help multifamily operators gather quick metrics, take immediate action, and improve NOI. And with endless options to customize reports, Scott Management could get the exact reports they needed for whichever part of the business they were looking at.

Most importantly, with Knock’s trustworthy data, Scott Management’s teams no longer have to second-guess business decisions. Thanks to Knock’s integration with Craigslist, Williams enjoys “being able to post to Craigslist and not worrying about doing anything additional with it,” she said.

Results: “Immediate measurability, steady market footprint”

After successfully piloting Knock at two properties, Scott Management rolled out the CRM platform to their full portfolio. Since then, they’ve watched their performance rise steadily, landing them in the 90th percentile of all Knock users – with engagement rates, responsiveness, follow-ups, and prospect-to-lease all at or above benchmarks.

“Our goal here is to make sure our to-do list is at zero by the end of the day. Knock allows me to go in and look at analytics, how they’re doing, and make sure we’re meeting their monthly goals,” said Williams. “We want to make sure we can get everything done effectively, and Knock has enabled us to do that. Knock made things so much easier.”

“In today’s world of connectivity, we need immediate measurability,” added Dominguez. “Knock gives us a better, steady footprint in our market.”

Since implementing Knock, Scott Management has blown past benchmark goals for many of their metrics, including:

- Engagement rate: 87%
- Responsiveness: 63%
- Prospect-to-visit: 28%
- Prospect-to-lease: 15%

Read the full store [here](#).

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– Esteban Dominguez, Former Operations Manager, Scott Management



Knock’s intelligent front office platform improves NOI. To see how, visit our [website](#) or [request a demo](#).