

Solis Waverly - Charlotte, NC

Federal Capital Partners/Terwilliger Pappas (managed by Bozzuto)

This brand new Class A lease-up had gotten off to a slow start pre-leasing so ownership called Sales, Inc. in when they made a transition in management to Bozzuto. Even offering 1-2 months free rent as a concession was not getting the units pre-leased at the pace the ownership had targeted.

Sales, Inc. was able to double the leasing pace on this property and our Leasing Expert closed on 80% of their qualified traffic.

LEASING START DATE - 8/15/2016

LEASING END DATE - 10/13/2016

Total # of leasing days: 49

Total # of leases: 67

PREVIOUS 30 DAY AVG

Applications Taken: 14

Approved Applications: 11

SALES, INC. 30 DAY AVG

Applications Taken: 38

Approved Applications: 29

DIFFERENCE

171% INCREASE

164% INCREASE

