

## University Villa - Tucson, AZ

### Owner/Operator Managed

This student housing property had only pre-leased 23% of their beds for the upcoming school year, leaving 373 open beds with only 1 month left of the spring semester.

By allowing our Leasing Expert to target his outreach marketing efforts, we were able to generate more traffic than they had been seeing and secured 189 additional applications during our engagement which lasted just over 2 months.

**LEASING START DATE - April 30**

**LEASING END DATE - July 29**

Total # of leasing days: 76

Total # of leases: 189

Approval Rate: 82%

Move Ins: 61%

**PREVIOUS 30 DAY AVG**

Applications Taken: 37

**SALES, INC. 30 DAY AVG**

Applications Taken: 76

**DIFFERENCE**

105% INCREASE

