



# 901 REAL ESTATE SERVICES

## Tenant Lead Source Report

2024

### Tenant Lead Sources

Lead Source	Percentage	Amount
901 RES website	6.12%	148
Drove by property	0.08%	2
Phone	0.33%	8
Referral	3.26%	79
Sign	0.83%	20
Social media	0.83%	20
Third-party website	88.35%	2138
Walk in	0.17%	4
Other	0.04%	1
<b>TOTAL</b>	<b>100.00%</b>	<b>2420</b>

All Third-Party Sites	Percentage	Amount
Apartment List	2.53%	54
Apartments.com	7.90%	169
HotPads	4.02%	86
MLS	0.05%	1
Online Ad *	14.17%	303
Other	1.40%	30
Realtor.com	9.82%	210
Rent.com	0.61%	13
Trulia	10.57%	226
Zillow	46.63%	997
Zumper	2.29%	49
<b>TOTAL</b>	<b>100.00%</b>	<b>2138</b>

### Converted Leads

Lead Source	Percentage	Amount
901 RES website	10.00%	7
Referral	4.29%	3
Third party website	85.71%	60
<b>TOTAL</b>	<b>100.00%</b>	<b>70</b>

All Third-Party Sites	Percentage	Amount
Apartment List	1.67%	1
Apartments.com	6.67%	4
Online Ad *	25.00%	15
Realtor.com	3.33%	2
Trulia	6.67%	4
Zillow	56.67%	34
<b>TOTAL</b>	<b>100.00%</b>	<b>60</b>

Please note that lead sources were not captured for all converted tenants or tenant leads. This data represents those that were tracked by our software. Data was collected from January 1, 2024, through December 31, 2024.

\* Online Ad can denote any third-party site, but our software did not capture the exact source

## All Lead Sources

Lead Source	Percentage	Amount
901 RES website	6.07%	147
Abodo	0.12%	3
Altana	0.04%	1
Apartment Advisor	0.04%	1
Apartment Guide	0.25%	6
Apartment List	2.23%	54
Apartments.com	6.98%	169
Craigslist	0.08%	2
Drove by property	0.08%	2
Facebook	0.79%	19
GoSection8	0.04%	1
Homes.com	0.08%	2
HotPads	3.55%	86
Instagram	0.04%	1
Lovely	0.12%	3
MLS	0.04%	1
Newspaper Ad	0.04%	1
Online Ad	12.52%	303
PadMapper	0.08%	2
Phone	0.33%	8
PropertyManagerWebsites	0.25%	6
Realtor.com	8.68%	210
Redfin	0.04%	1
Referral	2.98%	72
Rent.com	0.54%	13
RentalHouses.com	0.08%	2
Shared Application Link	0.29%	7
Sign	0.83%	20
Trulia	9.34%	226
UTHSC website	0.04%	1
Walk in	0.17%	4
Zillow	41.20%	997
Zumper	2.02%	49
<b>TOTAL</b>	<b>100.00%</b>	<b>2420</b>