



With REACH SEO as our marketing foundation, we're able to reliably

**drive more leases and rental income,**  
truly making an impact on our bottom line.

**MELISSA BRADY**

VP Strategic Marketing  
Fogelman

**FOGELMAN**  
MULTIFAMILY INVESTMENTS & MANAGEMENT

**Multifamily | 30,000+ apartments**

**fogelman.com**

Fogelman **increased lease volume** and **lowered costs** with **REACH SEO** and **PPC**



Higher lease volume

**770**

LEASES



Lower cost per lease

**\$68.61**

WITH SEO



Better return on ad spend

**266:1**

WITH SEO

#### THE CHALLENGE

Before 2022, Fogelman was using professional SEO at some properties. The marketing team noticed it delivering a high lease volume with a low cost per lease and wondered if it could be replicated across the entire portfolio.

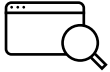
#### THE SOLUTION

Fogelman opted to use REACH SEO services at all the properties in its portfolio. Working with experts, the company made SEO the foundation of its marketing program, lowering costs and improving its return on investment.

# Real client, real results

Since Fogelman partnered with REACH for SEO, costs are down and returns are up

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## REACH SEO

Fogelman meets regularly with experts to maintain optimization across its portfolio. Its organic traffic has a high conversion rate of 7.19%. **During Q1, SEO drove 770 leases that were responsible for more than \$14 million in rental income.** The marketing team is seeing a return on ad spend of \$266 for every \$1 spent on SEO.

**Compared to ILS advertising, SEO had a 200% higher lease volume with a 92% lower cost per lease.**

LEASES	COST PER LEASE	RENTAL INCOME
770	\$68.61	\$14,129,362.00



## REACH PPC

The team at Fogelman augments their SEO marketing foundation with pay-per-click ads and ILS listings. The data shows that PPC is outperforming ILS sources.

**PPC drove 84.87% more leases and 88.3% more rental income than Fogelman's best-performing ILS.**

	PPC	BEST-PERFORMING ILS
LEASES	220	119
NET RENTAL INCOME	\$4,288,378	\$2,277,412

REACH SEO experts regularly meet with us to make sure we're driving the most leases at the lowest cost. This kind of partnership does not go unnoticed — thank you!

**MELISSA BRADY**  
VP Strategic Marketing

**Get the full story**



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