



Magnolia Capital lands 35% for lead-to-tour conversion — with Knock

About Magnolia Capital:

- HQ: Chicago
- Real estate investment firm
- Units under management: 5,000+
- Full portfolio roll out on Knock

Challenge: A CRM that held back performance with untrusted data

Dedicated to redefining multifamily investing, Magnolia Capital was always searching for the latest tools to up their leasing performance. While their former CRM touted impressive numbers and set lofty goals, Mary Beth Thede, marketing manager, didn't fully take the bait. "There wasn't a number in there that I trusted, or thought was even close to accurate," she explained. "Part of it was the integration and how the data gets in there. Nobody could clearly answer how data was getting into the platform. I knew the technology would never allow me to reach my goals, so I set out to find something better."

Approach: Good data and visibility

Fortunately for Mary Beth, "better" was just a couple clicks away. A little research, and she came across Knock and scheduled a demo. Offering benchmark-centric features that enabled users to compare portfolio performance against leasing goals, automated messaging that further closed response time gaps, and visibility into top (and under) performers, Knock stood out from the crowd. "The platform checked all the boxes," she said. "I immediately showed it to my boss. He saw the value of it immediately, and we became a Knock customer in May of 2018."

Results: Benchmarks and asset performance

What about Knock has Mary Beth and her team so jazzed? "First, it is easy to use—and that is very important," she stated. "But what matters most to me is the data. When we report to our equity partners, I have an entire slide deck with Knock data." She continued, "From an owner's perspective, the property is our asset. It is our responsibility to protect the asset. In order to do so, we have to make sure it is making money. Knock gives us the visibility to ensure we're protecting our assets, because we can see what our onsite team is doing. We have benchmarks that the teams have to meet and when they are not meeting them, they know we will address it."

Read more from Magnolia Capital [here](#).

"We have a benchmark of 35% for lead-to-tour conversion. Most of our properties were below that before Knock. Now, everyone is at 35%, if not above."

— Mary Beth Thede, Marketing Manager

