



CommunitySherpa Case Studies: Lincoln Property Company, The Bainbridge Companies and Carter-Haston Real Estate Services, Inc.



EXECUTIVE SUMMARY

In the Fall of 2009, Network Communications Inc. introduced CommunitySherpa, a robust social media platform, to its Apartment Finder advertisers. CommunitySherpa provides a community blog, Facebook and Twitter presence; each updated regularly with unique hyper-local, community, neighborhood and regional content. The response was immediate, as many leading property management companies recognized the potential of social media, but lacked adequate resources to execute and manage an effective social media program.

Three of the initial subscribers to CommunitySherpa were Lincoln Property Company, The Bainbridge Companies and Carter-Haston Real Estate Services, Inc. Executives from each of these companies turned to CommunitySherpa to provide the content for and management of their social media presence. However, they have since recognized additional benefits from the program that have exceeded their expectations.

Since implementing their first blogs in late 2009, all three companies report remarkable gains in natural search rankings, keywords and site visits. Search engines are actively indexing the new content and correctly attributing it to the property management companies and their corresponding communities. For Bainbridge, non-paid search traffic for some of its communities has doubled, or even tripled, since implementing the program, eliminating \$100,000 in annual spend for paid search advertising. Lincoln has also seen dramatic increases in visits and keywords without making any site enhancements, or even linking to the blogs. Carter-Haston has experienced steady growth across the board, and visitors to its blogs are increasingly more engaged as evidenced by increases in the average time spent on their blog sites.

Additionally, all three companies report gains in resident satisfaction and retention. The program provides an alternative way for residents to not only interact with the leasing office, but to also form lasting relationships with each other. Recognizing this, Property Managers are leveraging the platform as an amenity and are incorporating it into their leasing and renewal processes.

All three companies remain committed to their CommunitySherpa programs. Bainbridge has completed its roll-out to 100% of all qualified properties in its portfolio, and both Lincoln and Carter-Haston anticipate aggressively adding new communities over the next several months. Currently, there are over 800 apartment communities that subscribe to CommunitySherpa.

BAINBRIDGE
THE BAINBRIDGE COMPANIES LLC

LINCOLN PROPERTY COMPANY
a company for people. a company about people.

CARTER-HASTON
REAL ESTATE SERVICES, INC.