remarkably™

Case Study

Thrive

The Customer

Name
Thrive Communities

Headquartered
Seattle, WA

# of Units
15,000+

# of Properties
100+

Client Lead
Vice President, Marketing & Technology

Thrive Communities

Thrive Communities, headquartered in Seattle, WA is a rapidly growing Property Management Company that offers an innovative approach to how to maximize and extract value at properties, with a core focus around marketing and leasing.

The Challenge

As disruptors that have quickly built a national platform that continues to swiftly expand, Thrive has been eager to harness all of their data to help inform decisions for their clients that result in lower costs, better performance, and increased team efficiency. Thrive has been one of Remarkably's earliest adopters and partners, and came onto the platform looking to have a way to seamlessly aggregate and visualize all their data to help inform owner conversations and reporting, and to tap into leading versus lagging indicators. Finally, Thrive was looking for a solution that would further bolster their current marketing and technology offering, which is a differentiator in helping them win management assignments, but didn't want to have to rely on time-consuming, expensive internally built solutions that require constant manual updates.

> "Remarkably lets us show data to clients in a way that's compelling and tells a story without us having to build it from scratch. No other solution, either externally or internally built, has solved this need. This is really valuable for us because rather than having to spend the time aggregating the data, we can rapidly analyze it and make recommendations on how to adjust to improve asset and portfolio performance."

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Paul Edgeman, Vice President
Marketing & Technology

The Solution

Remarkably's marketing intelligence platform further enhanced Thrive's award-winning marketing team, allowing them to quickly focus on highest and best use initiatives for their owners. Via aggregating Thrive's Yardi, RentCafe, and Google Analytics data into a single dashboard, Thrive immediately had live-time access to all their properties' performance. The monitoring and alerting functionality enabled fast awareness about any properties that were underperforming top of funnel, before it becomes an issue that impacts occupancy. With intuitive design and user-friendly UI/UX, Thrivers were quickly able to start leveraging the platform; no timely or costly customization or training required.

The Results

Today, thanks to the Remarkably x Thrive partnership, Thrive, as well as their ownership groups, have easy access to all property and portfolio marketing performance and status and don't have to "weed through" multiple different systems, spreadsheets, or reports to find what they're looking for. Remarkably offers simple, tangible and powerfully visualized data that is easy to meet and speak with owners about, enabling faster decision making, optimization, and improved property performance, as well as clarity and insight into how existing investments and changes are paying off, week over week. Via access to proactive versus reactive decision making, Thrive is able to be beating the market, swiftly adjusting any necessary steps in the entire marketing and leasing process, from initial website visitor through to signed lease and move-in.

Contact us for pricing information or a demo at
hello@remarkably.io

Top 3
Pain Points

1.
Manual Data Aggregation

2.
Manual Reporting

3.
Manual Channel/Source Analysis

Top 3
Jobs to Be Done

1.
Reporting to Stakeholders

2.
Managing and Optimizing Channels/Sources

3.
Monitoring KPI Risks

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