

Simple changes to increase your appointment rates



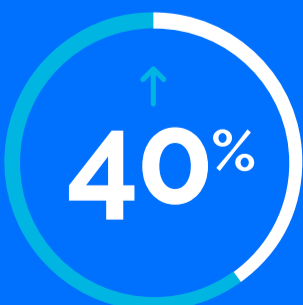
Answer the phone quickly

Are you picking up? On average, **70%** of abandoned calls occur when the call isn't picked up within 4 rings.¹



Present alternatives

When the agent offers alternative rentals, the appointment rate can jump from **16%** to **35%**²



Close the deal!

Leverage a promotion. When the agent mentions a promotion, the appointment rate can jump from **20%** to **40%**²

¹Based on an analysis of over 8 million calls from over 6000 properties via the Marchex platform.

²Based on an analysis of a random subset of 4000 calls from (1).