



## Knockbot helps boost Paredim Communities to 96% occupancy

### About Paredim Communities

- HQ: New Haven, Connecticut
- Portfolio: 2,100+ units

### Challenge: Making changes. Taking chances.

Always on the lookout for the next innovative leasing solution, Brian Lemire, Senior Director of Regional Leasing and Operations for Paredim Communities, didn't take much convincing to follow a trusted manager toward trialing Knock. "Anything that's going to enhance the leasing and operations of our organization is definitely something that I'd be willing to explore," he said.

### Approach: A streamlined means of reaching prospects

Knock won Brian over with its "ease of communication — just from the flowing in of the traffic" — as well as features such as Knockbot. "The chatbot has definitely enhanced our website and communication," Brian said. "In the past you'd have your manager, or lease consultant, or whoever, checking email, checking voicemail, checking the particular ILS that you're advertising with. You'd have all these different sources flowing a little bit differently. With Knock, you only have one place to go."

**"Knock is a one-stop-shop when it comes to traffic and leasing. You really don't need anything else."**

- Brian Lemire, Senior Director of Regional Leasing & Operations, Paredim Communities

"Knock handles everything right from there, all your follow-ups, all your phone calls. It just makes it a heck of a lot easier," he continued. "And it doesn't stop there. With Knock, you're able to easily contact everyone that has flowed through the system by pressing a few buttons, and boom, everyone knows — whether it's a resident e-blast or if you have a special going on."

### Results: Simplified communication increases occupancy

Whether Brian is seeing a specific occupancy struggling within a specific market or steering Paredim through their annual slow season, Knock ensures that reaching potential, previous, and even current prospects facing expiring leases is an easy, seamless process. "Knock has been a big influencer on our portfolio, which is running at 96%-and-change occupancy," Brian explained. "Before I had all the properties on Knock, this time of year, we'd be hovering in the 93.5 to 94.5% range."

"Knock makes it so easy for lease consultants to communicate to, respond to, and capture leads," he said. "It's a one-stop-shop when it comes to traffic and leasing. You don't really need anything else, to be honest. Knock funnels everything right into one location. It's really easy to use and it's a great communication tool."

**[Read the full story on Knock's blog.](#)**

