

Interactive Furniture Planner



Sucess Story - "Will My Furniture Fit?"

At a Glance



"*Will my furniture fit?* is one of the first questions a prospective renter has when evaluating a property," commented Kevin Danielson, Marketing Manager for UDR.

Organization	UDR (Formerly United Dominion Realty Trust)
Industry	Multi-Family Housing
Business Challenge	Sought ways to differentiate UDR from competitors and increase quality and quantity of sales leads
Solution	Interactive Furniture Planner
Results	- 2,000+ views/month - 100 new registered users/leads/month

About UDR

UDR, Inc. (www.udr.com) is a leading multi-family real estate investment trust (REIT). As of September 2007, UDR owned 68,617 apartment homes in over 200 communities across the country and had 6,491 homes under development. As S&P 400 company, UDR is the fourth-largest apartment REIT in the nation.

Business Challenge

UDR continually looks for new ways to attract apartment prospects and keep them by providing high-quality customer service. UDR has made a substantial investment in technology with the goal to improve customer service and reduce costs.

The company recently relaunched UDR.com to start the process in becoming a fully-transactional website, utilizing advanced technology for revenue management as well as customer-friendly features that would increase both quantity and quality of sales leads.



Solution Overview

"'Will my furniture fit?' is one of the first questions a prospective renter has when evaluating a property," commented Kevin Danielson, Marketing Manager. "It occurred to us that an online room planning tool would deliver a high value to both UDR and our clients by enabling them to qualify whether a property would fit their needs just by using our website. Customers could use the tool to arrange their furniture in the prospective space, eliminating wasted time spent by both parties evaluating unsuitable properties. It would also help us meet our goals of improved customer service and cost reduction."

"It was a simple but very effective tool for engaging buyers. None of our competitors were using this technology, and we thought it would be a nice, additional capability to differentiate UDR," said Kevin Danielson.

The Interactive Furniture Planner is now included in the profile of every property in UDR's portfolio - currently about 1,400 floorplans in 240 communities located across the United States. Once a client locates a property, he or she can click on a "Furniture Arranger" icon which launches the Interactive Furniture Planner. Clients can choose from a variety of furniture and styles, modify the dimensions to fit their actual furniture, and arrange furniture on the floorplan. When they print, save or email, their contact information is automatically forwarded to the leasing office.



Bottom Line

- The Interactive Furniture Planner generates about 2,000+ views per month for UDR and over 100 new registered users/leads per month.
- Leasing staff spends more time showing new prospects the community instead of accessing apartments to measure for furniture