

entrata

Woodruff Property Management

Location

Headquarters: Columbus, Georgia

Communities/units managed

8,537 units

Portfolio

Fee Managed

Product

ProspectPortal, SiteTablet, ResidentPortal



Woodruff Property Management

THE CHALLENGE — A UNIFIED FIRST IMPRESSION

**“We set out to reinvent
the resident experience
from every angle”**

First impressions are one of the most powerful tools for marketing to potential residents. It’s the operational mantra of Woodruff Property Management; one that has been tricky to uphold across its mixed portfolio of owned and fee managed assets.

“We set out to reinvent the resident experience from every angle,” said Lucy Jones, President, Woodruff Property Management Company. “We want a unified feeling for our prospects and residents whether they are viewing one of our properties online, taking a tour with one of our leasing agents or enjoying their new apartment home.”

With a full rebrand underway, Woodruff needed a partner that could provide them with the technology to execute their vision across their entire portfolio. With a full spectrum of tools to easily transform its websites, online leasing capabilities and resident payment functionality to fit their aesthetic and brand, Entrata was enlisted.

THE SOLUTION — MARKETING AND DESIGN W/COLOR



THE RESULTS — A COMPREHENSIVE RESIDENT EXPERIENCE



First and foremost Woodruff set out to stand out. But, even in their most luxurious properties, the finest apartment amenities and features were just commodities and not enough to help set them apart from their competition. Marketing with design and color was their answer.

“We believe life is made to be lived in full color,” said Jones. “We use color and visuals to craft engaging identities that create powerful first impressions.”

With Entrata’s ProspectPortal web designs, Woodruff has the ability to easily align all of their property websites into similar designs that incorporate the company’s “full color” photography and aesthetic.

“We had to find a way to ensure that our online presence matched our community presence,” said Jones. “Entrata’s tools enabled us to do just that in a user-friendly way for our staff and residents.”

In addition to ProspectPortal, Woodruff has elevated its online leasing using Entrata’s SiteTablet, providing leasing agents with mobile access to community information and leasing tools while on property tours and continued the enhanced digital experience for residents with its use of Entrata’s ResidentPortal.

Woodruff is on a continued trajectory of setting the bar for the customer experience at an all time high. Visit any one of their property websites or step inside one of their communities and you will see it and feel it.

“We needed a partner who appreciated and understood the way we were doing things”, said Jones. “We believe in 24/7 concierge service in everything we do. The Entrata team gets it because they have the same mindset as we do.”

Entrata’s tools have answered and results show Woodruff’s digital assets are working in their favor.