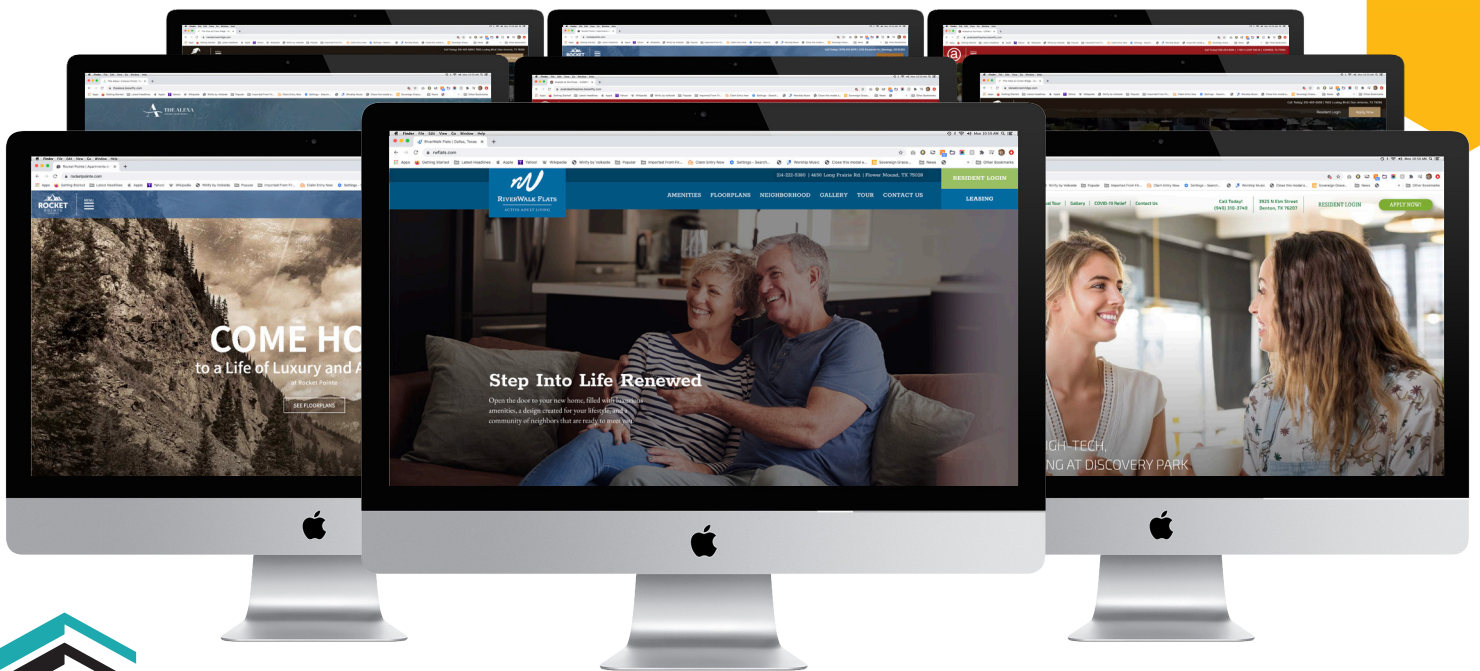


CASE STUDY

# How Swifty Helped NE Property Management Quickly Launch 9 Websites Without Disrupting Business



# Giving Properties a Competitive Edge — One Website at a Time



Lewisville, Texas-based NE Property Management needed beautifully-designed, performance-optimized, and easy-to-use apartment websites for nine of its properties — and fast.

What's the quickest way to convert resident tours into signed leases? With Swifty's powerful apartment website designs, of course.

## THE CHALLENGE

NE Property Management had an expiring contract with another marketing firm, for nine of their communities, which would render their websites inactive if they did not have new websites launched in time. So not only did they need beautifully-designed sites to attract and convert residents with individualized branding and custom content, they needed them fast.

NE needed all nine community sites rebuilt and launched without disrupting daily operations. With the multifamily market crowded with competition, the company could not afford inactive sites or delays.

## THE SOLUTION

Thanks to a strong, long-term relationship with Criterion.B, the apartment marketing agency behind Swifty, NE Property Management knew exactly who to call to solve their challenge.

Our team took an in-depth look at each of NE's nine apartment communities to craft SEO-friendly, custom content for each property, then quickly launched the sites so that NE could continue leasing up without missing a step.

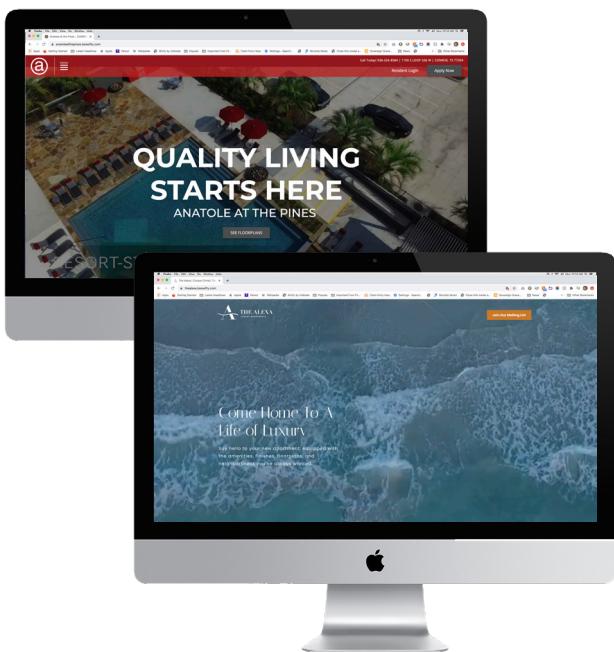
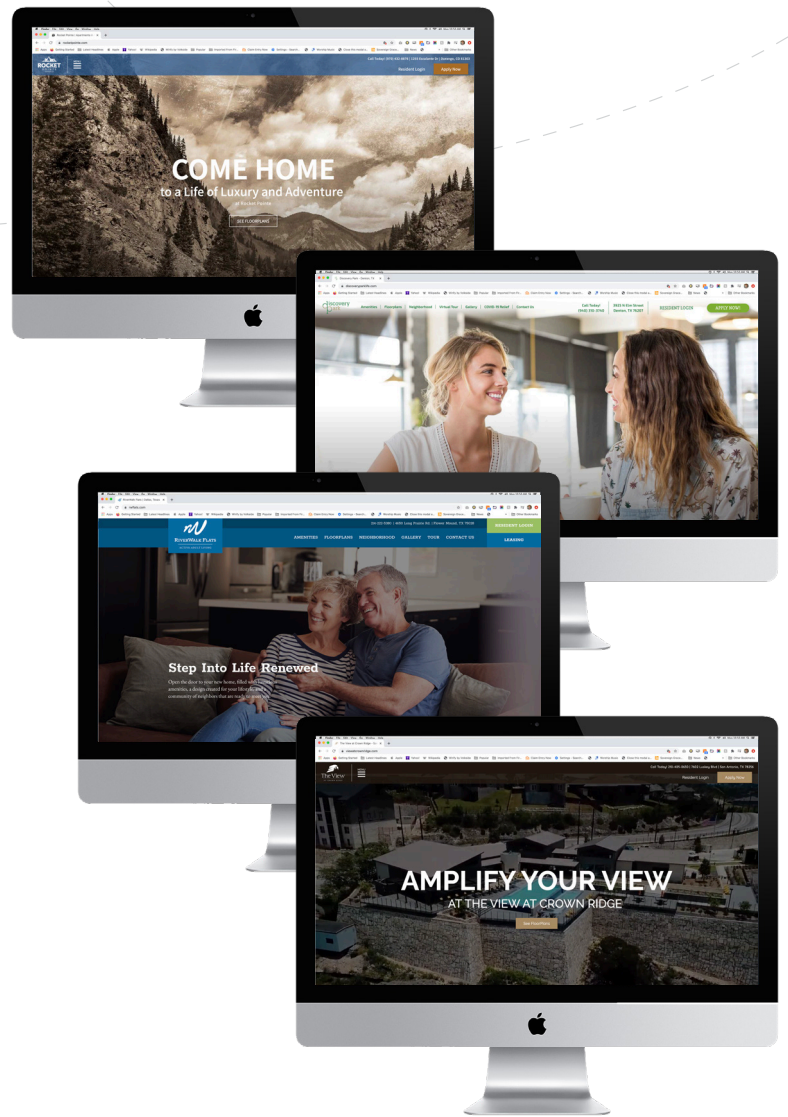
We implemented our custom web themes, adding each property's unique touch of branding, photography, and custom content to differentiate the sites. And since we handle the backend management, the NE team never had to worry about hackers, fixing development issues, or making updates.



## THE RESULT

With efficient web themes and dynamic design in place, we rolled out more than half the apartment websites in less than two weeks. Our quick turnaround allowed NE to increase brand recognition and drive qualified visitors to the sites quicker.

Not only did we launch the sites quickly, but we also improved the overall feature set and benefits of each with no disruptions to NE's current lead-flow. We handled everything behind the scenes, then flipped the switch to make the sites live – all while the team at NE continued their day-to-day business seamlessly.



“Swiftly turned out to be our perfect partner and had the best web design service. Their team is very knowledgeable on the multifamily market and always gave us quick turnarounds. We did not experience a single slowdown in traffic or tour submissions during the launch, plus the backend has been super easy for our team to manage. We’ve been nothing but happy with the results Swiftly has delivered.”

**DESIREE WHITE,**  
**Director of Marketing at NE Property Management**

