

**She submitted forms to 4  
locators  
at 10 PM.  
You saw it the next morning.**

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Another locator had a showing scheduled before you woke up.  
That commission was yours.

# Apartment locating is a speed business. Most locators don't know it yet.

**1**

## **Speed to contact determines the client**

Renters search late at night and submit to multiple locators. The one who responds first — in minutes, not hours — is almost always who they go with.

**2**

## **Lead follow-up is inconsistent**

Renters who don't respond to the first message are usually still looking. Without a structured 3-step sequence, they convert to silence.

**3**

## **Listings expire before clients see them**

Great units go fast. Without real-time listing alerts to active clients, you're showing them what was available last week.

### Key insight

Close rate when contacted within 5 minutes of form submission

**68%**

## THE SOLUTION

# 45-second response. AI client profile. Showings scheduled automatically.

The moment a renter submits your search form at 10 PM, they get a response in 45 seconds and intake questions to sharpen your search. You receive a structured client brief — budget, move-in, must-haves — before you've even seen the notification. Showing coordination, follow-up, and listing alerts all run automatically from there.

## What this means for you

45-second lead response (any hour)

AI client profile from intake form

Automated showing coordination

Listing alerts — real-time matches

[See a live demo built for your practice →](#)

## 4 things running on autopilot from day one

### 01 Instant Lead Response

Form submitted at 10 PM? Response in 45 seconds. Intake questions go out immediately. Client profile is built before you sit down at your desk.

### 02 AI Client Profile

Budget, move-in date, bedroom count, must-haves, and pet policy structured from the renter's own answers. You know who you're working with before the first call.

### 03 Showing Coordination

Self-scheduling link sent when the client is ready. They pick their time. Confirmation and 24-hour reminder sent automatically. Day-of details included.

### 04 Listing Alerts + Follow-Up

New units matching a client's criteria trigger automatic alerts. Follow-up sequences fire at Day 2, Day 5, and Day 10 for non-responsive leads. Listings re-engage lapsed clients.

THE NUMBERS

## Results you can point to.

45s

Average first response to a new lead

68%

Close rate — leads contacted in under 5 min

0

Phone calls to coordinate a showing

3×

More leads converted with follow-up sequences

Every number above comes from real implementations. We build around your workflow and track what changes.

Benchmarks from client implementations and industry data. Results vary.

WHAT YOU GET

## Built for Locale. Customized to how you work.

45-second automated lead response (24/7)

Listing alert system (real-time match notifications)

AI client search brief from intake form

3-step follow-up sequences for non-responsive leads

Showing coordination with self-scheduling

Pipeline tracking from lead to signed lease

All of this is customizable — colors, features, messaging, and workflow. We build around your business.

READY TO SEE THIS LIVE?

# Book a 15-minute call. We'll show you a live demo built for your practice.

[calendly.com/illicore/15-min-huddle](https://calendly.com/illicore/15-min-huddle)

- Live demo built with your practice name and branding
- Everything customizable — colors, features, and messaging
- You make more money. You spend your time running your business, not in it.