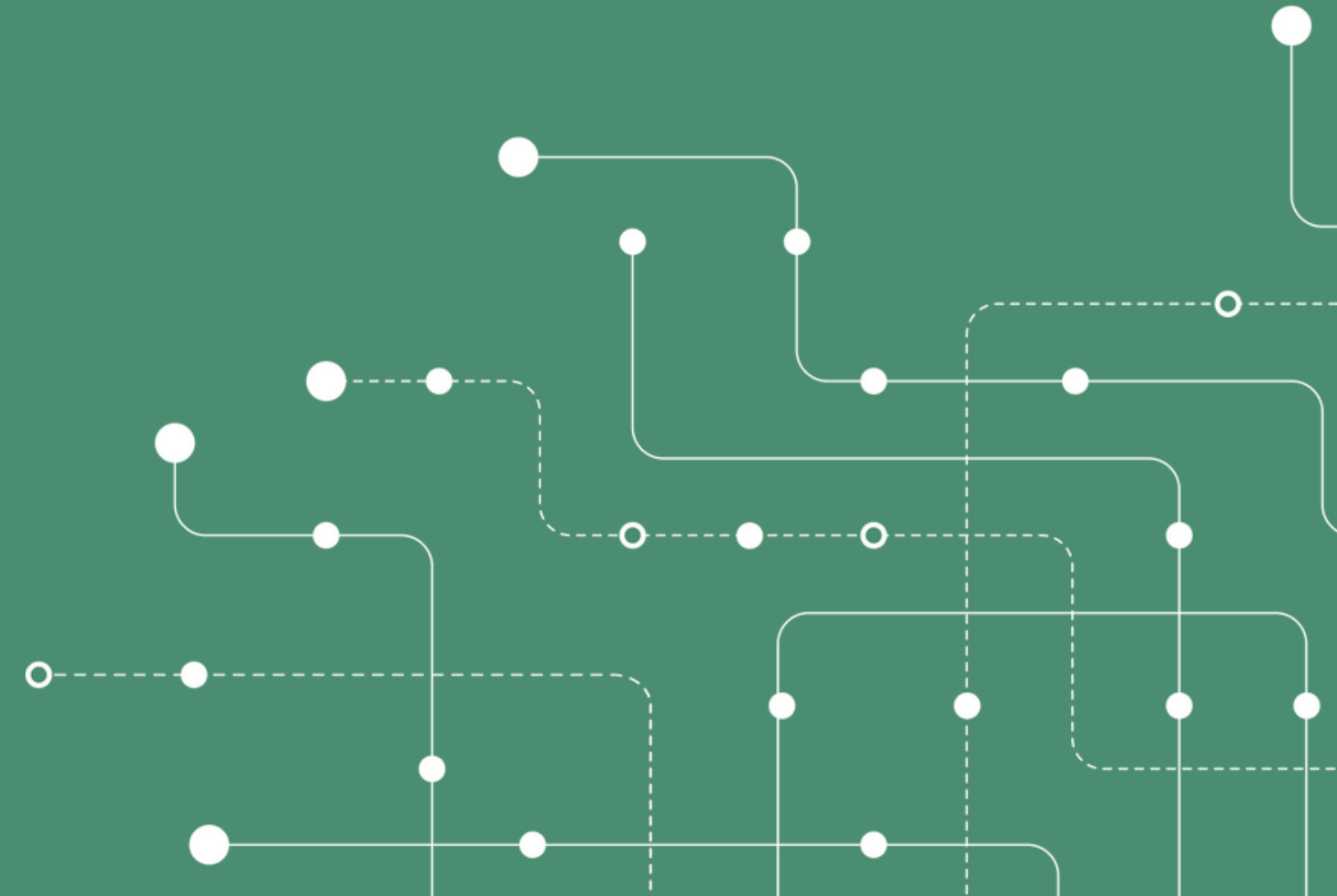


Case Study 2025





**Thanks to Betterbot we're
saving 900+ hours per asset
annually and realizing 9X
ROI, Elise Rudy, Kettler VP
of Marketing**



Customer Name

Elise Rudy

Location

McLean, Virginia

Property Name

Kettler

Property Size

20,000 rental
apartments

What was the problem?

We struggled with lead management, especially from ILS traffic.

What impact was the problem causing on your community or portfolio?

Our teams either didn't manage it at all, which got expensive, or their queues were so flooded it took too long to respond and prospects had already moved on.

What solutions did you consider? Why?

We considered other platforms but Betterbot was our first choice.

Why did you choose Betterbot?

We've loved the bot from the start. When the lead program was introduced, it was an easy choice to stick with the platform because it added even more value to what we were already seeing.

How did Betterbot solve or help with your problem?

Since implementing Betterbot, we've seen real cost reductions, and while we use it primarily for leads and prospects, it's made a big difference in how efficiently we handle traffic and follow-ups.

What part of our relationship do you enjoy the most?

Betterbot has freed up substantial time for our team by automating repetitive tasks, which has allowed us to focus more on higher-value work and strategic priorities.

What outcomes have you achieved?

In 2024 alone, Betterbot helped us save \$1,058,220—that's an average of \$16,478 per property. The ROI speaks for itself.

• Results

- ✓ An average savings of \$16,478 per property annually
- ✓ An average annual time savings of 53,234 hours
- ✓ 9X ROI
- ✓ Increased leads for prospects
- ✓ Closing rates improved significantly

THE LAST WORD

What would you tell a peer about your experience. Why should they consider Betterbot?

Betterbot has completely transformed how we manage leads. It's helped us cut costs, boost closing rates, and respond faster, without overwhelming our teams. It was easy to implement, the support is top-notch, and we'd absolutely recommend it to anyone looking to streamline their leasing process.

900+
Hours save annually

\$16,478
Saved per property annually

9X
ROI