

BROOKWOOD

MANAGEMENT COMPANY

Overview

COMPANY

Brookwood Management Company leases, manages and develops commercial, multi-family and senior living properties throughout the North Canton, Ohio area. Established in 1978, the organization currently has 800,000 square feet of commercial property, 1,500 multi-family and 1,000 senior living units under management.

CHALLENGES

Ben Boyd, Brookwood's Marketing Manager, wanted a new approach that would attract people searching for properties using Bing, Google and other popular search engines.

SOLUTIONS

After considering several competitors, Boyd chose ReachLocal to help drive increased search results to Brookwood's website. The ReachLocal team recommended its ReachSearch technology to increase visitors and leads coming to the website via paid search.

RESULTS

- Website traffic increased
- Cost-per-lead significantly decreased
- Quality of leads markedly improved
- Building occupancy rates increased to nearly 99 percent



"ReachLocal looks at the full picture and helps us find new creative ways to improve our general marketing, not just our search engine marketing," said Boyd. "They make it very easy to trust them to handle our program because of their knowledge and experience so I don't have to micro manage it day to day."

Ben Boyd, Brookwood's Marketing Manager

Brookwood Management Company's Occupancy Rate is Now Close to 99 Percent

Brookwood is a locally owned development, leasing and management company with properties in northeast Ohio. For its nearly 40 years in business, it has taken pride in the high-value services and high-quality products it provides to the market and the ways in which it gives back to the community.

CHALLENGES

Nearly two years ago, Ben Boyd, Brookwood's Marketing Manager, was looking for an alternative to the Internet Listing Services, such as Apartments.com, that the company was using to advertise its properties. He wanted a new approach that would attract people searching for properties using Bing, Google and other popular search engines.

SOLUTIONS

After considering several competitors, Boyd chose ReachLocal to help drive increased search results to Brookwood's website. The ReachLocal team recommended its ReachSearch technology to increase visitors and leads coming to the website via paid search.

RESULTS

Since Brookwood began working with ReachLocal, its cost-per-lead is among the lowest the company has ever had and the quality of its leads has markedly improved. Boyd says that ReachSearch has "definitely driven traffic to our website." The company can now track leads from its calls, emails and foot traffic, and in most instances can directly attribute leads to ReachLocal. The ROI on its marketing investment has improved too.

Additionally, Boyd reports that because Brookwood can now be found more quickly and easily through search engine marketing, its occupancy rate has increased 4 to 5 percent and is now close to 99 percent. Boyd says he also really appreciates the ReachLocal team's collaborative, proactive approach, particularly the regular communications and meetings, and the reports that provide details regarding results and ROI.

Boyd says that Brookwood plans on expanding its senior living offerings in the future and ReachLocal will play a role in marketing the new facilities.

"ReachLocal looks at the full picture and helps us find new creative ways to improve our general marketing, not just our search engine marketing," said Boyd. "They make it very easy to trust them to handle our program because of their knowledge and experience so I don't have to micro manage it day to day."

Call **866.978.9312**
or visit www.reachlocal.com