

The State of Sales Development

Property Management



Universe

Good news: The Property Management universe is HUGE. demandDrive works with multiple partners to compile this vast amount of data into accurate lists for our SDRs to contact.

While titles can vary (Property Manager vs. Community Manager, etc.), the responsibilities of your ICP are generally pretty standardized.



Market

Property Management SDRs typically take about 2/3 as much time to ramp, yielding full results between 2 weeks and 2 months into the role.

Deals can take anywhere from 2 days to over a year to close, depending on factors like the season, buyer urgency, and the relationship between management and ownership.



Messaging

65% of all Quality Connects occur over the phone because prospects are more trustworthy on the phone and the conversation takes less time than it would over email.

SDRs need to take a more consultative approach to selling if they want to be heard. Building rapport is a necessity.



Strategy

Property Managers' busiest days of every month are the first and last, as residents move in and out. Passing a lead on those days will be next to impossible.

Most of the challenges that properties face come and go with the seasons. If your product solves a seasonal issue, reach out preemptively so that the sale is closed before the challenge arrives.