

Pegasus Residential Finds Operational Efficiencies and Financial Boost with LeaseLock



Atlanta-based Pegasus Residential manages more than 40,000 luxury apartment homes across the southeastern U.S. for various institutional clients, partnerships, and individual owners. With a focus on high velocity leasing and streamlined accounting, the company is committed to ditching outdated industry practices for smart solutions that optimize asset performance. Pegasus deployed LeaseLock’s financial technology to improve operational efficiency, mitigate risk, and unlock additional value while also giving their residents more flexibility.

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| <p>APARTMENT HOMES</p> <h2>40,000+</h2> | <p>PROPERTIES MANAGED</p> <h2>132</h2> | | <p>PRODUCT</p> <p>Multifamily Operation Management</p> |
| <p>ASSET CLASS</p> <h2>A, B, C</h2> | <p>EMPLOYEES</p> <h2>500-1,000</h2> | | <p>MARKET</p> <p>GA, FL, AL, TX, LA, TN, NC, SC, VA</p> <p>KEY TEAM MEMBERS</p> <p>Wendy Dorchester, SVP of Operations Kurt Blanton, VP of Accounting</p> <p>PROPERTY MANAGEMENT SYSTEM</p> <p> REALPAGE</p> |

What did Pegasus hope to achieve by launching LeaseLock?

CHALLENGES

Pegasus Residential identified back-end leasing inefficiencies caused by security deposit management at move-in and move-out. Site teams were consumed with debt recovery, resulting in revenue loss and slower leasing. The operator also faced growing risk exposure from deposit legislation changes and insufficient protection provided by security deposits which distracted teams from optimizing asset performance.

OBJECTIVES

Pegasus Residential sought to upgrade back office workflows without disrupting the leasing office. The company needed a better loss protection solution that would remove the liability of security deposits and instead predict future rent loss and property damage so that properties could recapture net operating income (NOI) that would otherwise have been written off as bad debt.

How did Pegasus benefit from LeaseLock’s financial performance technology?

RESULTS

After evaluating several options, Pegasus chose LeaseLock for its ease of use, expedited claims process, and ability to drive significant asset value lift. Along with smoother leasing and backoffice operations, Pegasus has gained nearly twice as much coverage than deposits, reduced final account balances 66%, and cut unit turn time by 4 days. In addition, Pegasus properties have rolled out LeaseLock at renewal to boost resident retention and ancillary income.

“LeaseLock reduces the liability that comes along with holding security deposits—an antiquated system—and eliminates the paperwork and stress of managing deposits. It provides an operational efficiency boost that has a direct impact on our bottom line.”



Kurt Blanton
Vice President of Accounting

\$45M

ESTIMATED ASSET VALUE LIFT

\$187

PROJECTED NOI PER UNIT

\$16M

TOTAL COVERAGE

98%

RESIDENT ADOPTION RATE