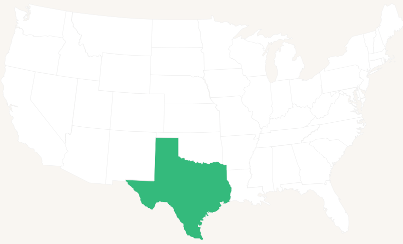
CASE STUDY

From 40% to 94% leased in 5 short months



BTR Leasing Success

New Caney, TX
(Houston MSA)

190-unit BTR community

Leasing, delinquency, and operations overhaul

Challenge: This was one of the most challenging communities in a 1,200-home portfolio spread across four markets. Under prior management by another SFR operator, the community struggled with unqualified residents, operational instability, and low leasing velocity — sitting at just 40% leased more than a year after opening.

Solution: Mynd launched a targeted turnaround plan focused on stabilizing operations and driving leasing momentum. This included:

- Strategic marketing and SEM/PPC campaigns
- A new landing page to capture demand
- Deployment of a temp on-site leasing agent to drive conversions
- Rigorous screening to ensure only qualified residents onboarded

	BEFORE	AFTER
OCCUPANCY	40%	94% (stabilized)
RETENTION	Below target	73%
RENTS	Flat	Up 2.4%
DELINQUENCY	14%	9%

Key win: Mynd achieved full stabilization in just 5 months, dramatically improving performance and long-term revenue potential.