

Dashq

A 6-Step Guide to

Re-Engage Silent Leads and Fill Your Tour Calendar

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STEP 1

The multifamily re-engagement framework

You already know the story: a prospect clicks, inquires, maybe even books a tour... and then disappears.

In multifamily, that drop-off is normal. Renters are comparing options, timing shifts, availability changes, budgets tighten. And most of those leads don't "go cold" because they're not interested.

They go quiet because nothing pulls them back in at the right moment.

That's why re-engaging silent leads is one of the highest-leverage conversion plays you have. You're not trying to manufacture demand – you're reactivating demand you already paid for (ILS, paid social, SEO, listings, and your team's time). Done well, you can drive more tours without increasing budget or asking leasing to grind through older leads manually.

Most multifamily teams try to solve silent leads in one of two ways:

01 They rely on leasing to keep following up.

But leasing teams are measured on today's leads and today's tours. Older, quieter prospects naturally fall through the cracks.

02 They run "community-only" follow-up.

Everyone who engaged with Community A gets a generic "still interested?" email about Community A.

But renters don't shop one property in isolation – they shop a neighborhood, a price point, and a set of must-haves. If Community A didn't work out (unit leased, timing changed, not the right fit), there's still a strong chance they'll lease with you nearby. Community-only follow-up doesn't help them take the next step.

This guide shows you how to build a practical email re-engagement system that is **personalized, targeted, and scalable across communities**.

You'll build a simple, repeatable approach that:

Reaches the right leads

(based on where and what they're shopping for)

Feels relevant

(so it doesn't read like a generic marketing blast)

Makes the next step obvious

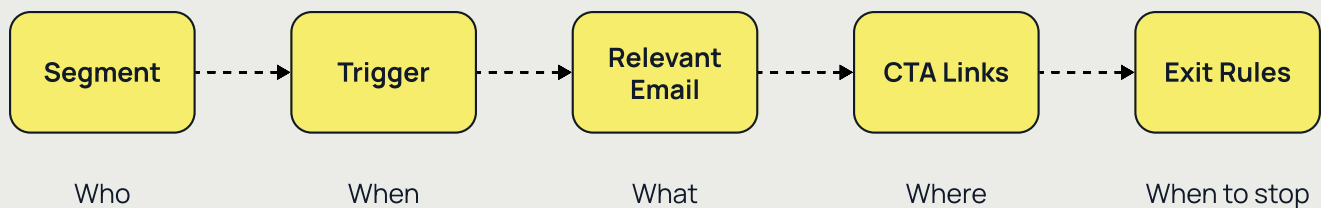
(tour, check availability, or explore similar options)

Scales across communities

(without writing a brand-new campaign every time)

The system in one simple model

If you remember one thing from this guide, make it this:



Here's what that means in practice:

- **Segment**
Group leads by what they care about most (typically city/region + bedroom)
- **Trigger**
Decide when a lead should enter re-engagement (ex: "went silent")
- **Relevant Email**
Use merge tags so the email feels specific to the renter (without you writing 20 versions)

- **Next Step**

Send them to the right place using links you already have: your community pages (plus similar community options)

- **Exit Rules**

Define when to stop messaging (so you don't annoy people or overlap campaigns)

The 4 re-engagement campaigns this guide is built around

There are dozens of ways to do re-engagement. These four are the most universal because they cover the most common reasons a prospect drops out of the leasing funnel:

01 Silent Lead

They inquired or engaged and then stopped responding before booking a tour.

Goal: restart the conversation and get them back to "book a tour"

02 No-Show

They scheduled a tour but didn't show up.

Goal: reduce friction and help them reschedule for another tour.

03 Lost: Availability

They wanted something specific, but it wasn't available (or timing didn't match).

Goal: keep them shopping in the same region with relevant alternatives.

04 Lost: Price

They were interested, but price/budget became the blocker.

Goal: reframe value, present comparable options, and give them a path back in.

You can absolutely add more campaigns later using the same logic. But if you implement these four well, you'll cover the majority of "quiet lead" scenarios that cost tours and leases.



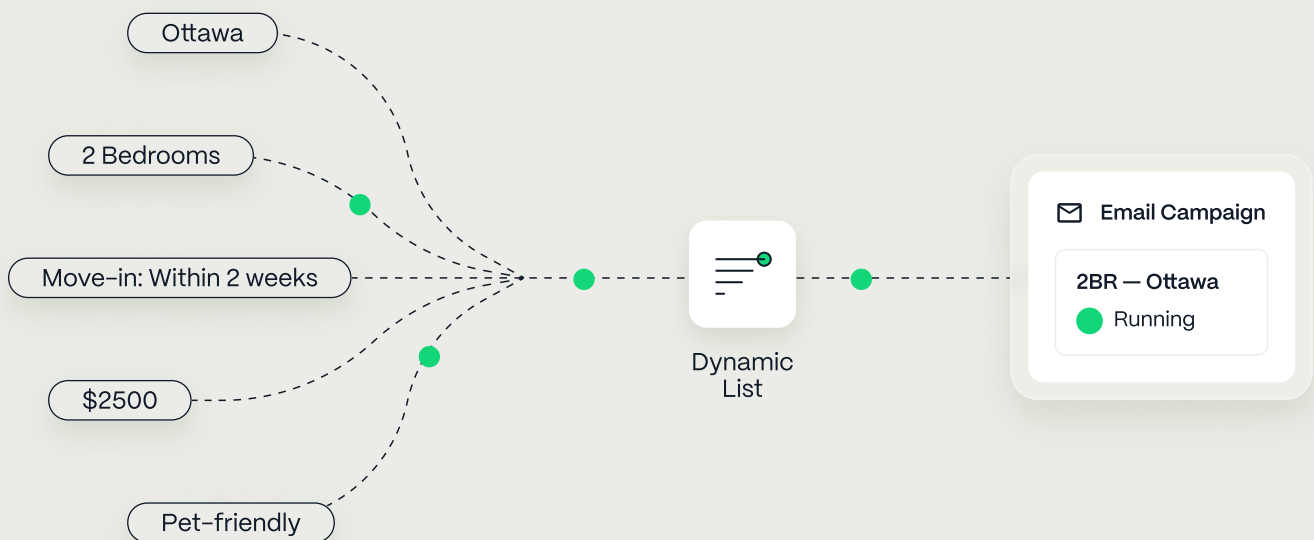
Want to do this without list gymnastics?

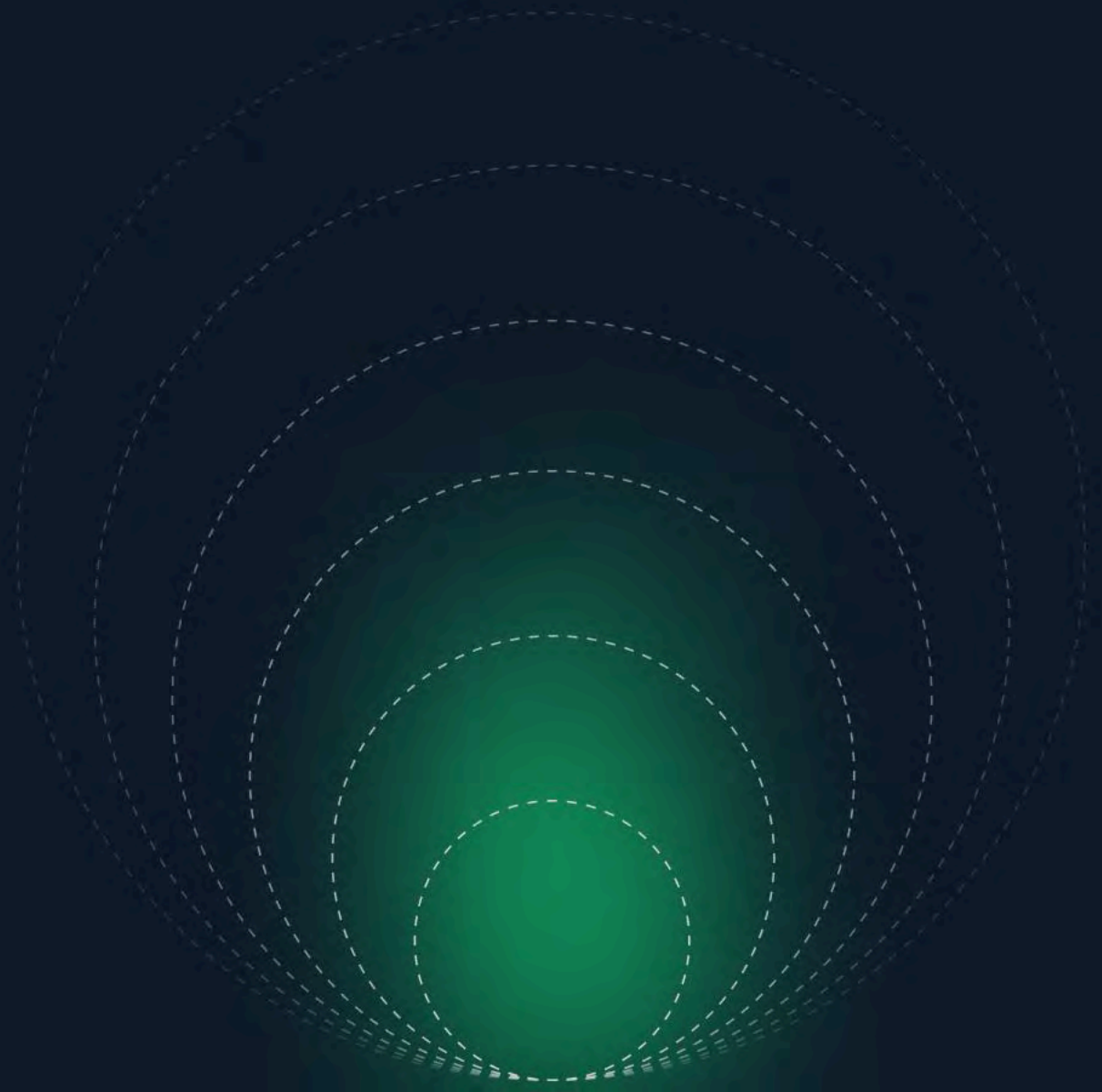
If re-engagement lives in CSVs, it won't happen consistently. Lists go stale. Campaigns go generic. And you end up emailing people who already toured, applied, or leased.

DashQ keeps your reactivation lists automatically up to date, so segments stay accurate and emails stay relevant.

Spend 30 minutes with us. we'll show you how to build segments once, sync them to your email platform, and auto-remove tours, applications, leases, and unsubscribes.

[Book a demo](#)





STEP 2

What you need before
you build anything

Before you write a single email, lock in two things:



A regional approach

(so your follow-up matches how renters actually shop)



A minimum set of fields

you can reliably use for segmentation
+ personalization

This section keeps it intentionally simple, because the best re-engagement system is the one your team can run consistently across the portfolio.

Step 1: Define your “regional approach”

Instead of thinking property-by-property, organize re-engagement around regions: groups of 3–6 communities that attract the same renters.

These are communities a prospect would realistically compare - same general area, similar commute patterns, similar price band, and similar unit needs.

How to do it quickly:

- Group 3–6 similar communities together based on who they’re targeting.
- Give each cluster a renter-friendly name that a prospect would recognize (Examples: “North Austin,” “Downtown Tampa,” “East Denver”)
- Assign every community to one primary cluster

Quick gut check

Would the same renter realistically tour both communities? If not, those communities shouldn't be in the same cluster.

A luxury 1BR and a value 1BR might sit in the same neighborhood, but they don't compete for the same renter. Build clusters around the same audience (price band + positioning + lifestyle fit), not just neighborhood.

Step 2: Decide what you'll personalize (minimum viable data)

You don't need perfect data. You need reliable basics.

These let you segment and make emails feel specific:

- **Region or City** (where they're shopping)
- **Bedroom preference** (studio/1BR/2BR/3BR)
- **Primary community** (the one they initially inquired about or toured)
- **Lead stage** (Lead / Tour booked / In Application / Won / Lost)
- **Last activity date** (so you can define "silent")
- **Tour status** (Not booked / Scheduled / Completed / No-show)
- **Lost reason** (Price / Availability) (only needed for the Lost campaigns)

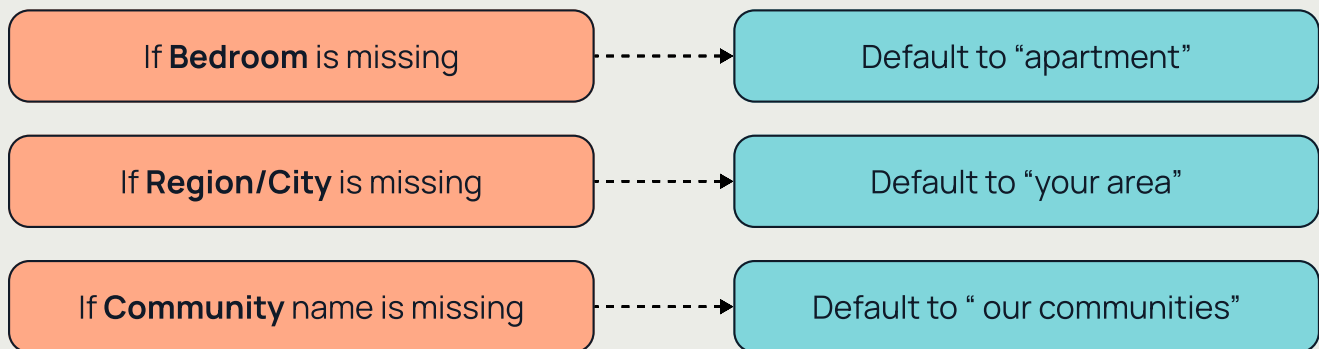
Nice-to-have fields (add when available)

These boost relevance, but don't block your launch:

- **Move-in timeframe**
- **Budget range**
- **Have pets (Yes/No)**
- **Lead source (mostly for reporting and cohort analysis)**

Step 3: Set "fallback" values for merge tags so personalization never breaks

If you're using merge tags, assume some leads will be missing fields. Your emails should still read naturally. For example:



Example:

With data: "Still looking for a **{{Bedroom}}** in **{{Region}}**?"

Fallback-safe: "Still looking for your next apartment in your area?"

This one step prevents awkward copy and makes the program scalable across communities and lead sources.

Step 4: Your segmentation starter set

To launch, keep segmentation simple—and only create segments that change the renter’s experience.

Level 1 (recommended baseline): Region-only

This works for almost every portfolio because it matches how renters actually shop: by area first.

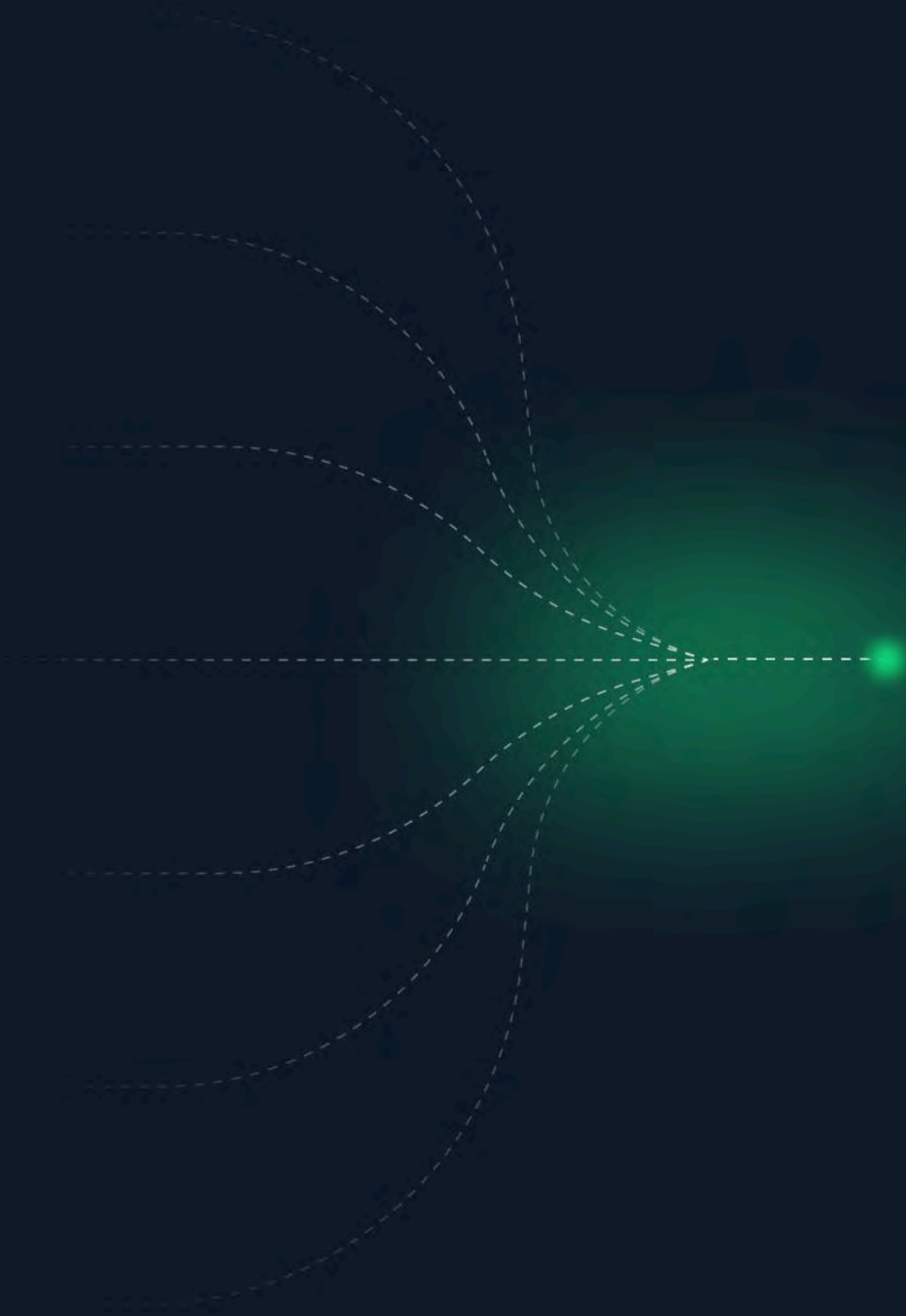
Level 2 (optional): Region × Bedroom

Bedroom-based segments are worth it when they meaningfully change what the renter receives, such as:

- A different **message angle** (ex: “space for a home office” vs. “room for roommates”)
- Different **offers or incentives** (when applicable)
- A different **set of featured options** (the most relevant communities/floor plans for that need)

If a new segment doesn’t change anything in the email copy, the CTA or the links that the email links to, don’t create it. Use merge tags to personalize the subject line and copy instead, and keep your segmentation lean enough to maintain.

City/Market	Bedroom Need		
	Studio/1BR	2BR	3BR
City A	A1	A2	A3
City B	B1	B2	B3
City C	C1	C2	C3



STEP 3

The email formula

The fastest way to make re-engagement work (and not feel like a generic blast) is to separate the email into **three reusable parts**:

01

A personalized opener

Use merge tags to make it feel “for them,” not a blast.

Example:

“Still looking for a {{BedroomType}} in {{Region}}? If you’re aiming for a move in {{MoveInWindow}}, here are a few options to explore.”

02

A community options block

Add a simple grid of 3-6 communities in that region.

Each tile includes an image + community name, and links to that community’s website page so renters can browse current availability.

03

One clear primary CTA

Pick one next step that matches the campaign goal:

Check availability

Schedule a tour

View floor plans



Available 2-Bedroom Apartments in Ottawa



Jeniffer Brown

<jbrown@dashqproperties.com>
to me ▾

Hello James!

Still looking for a **2-bedroom** in **Ottawa**? If you’re aiming for a move in **April**, here are a few options to explore.



Carleton House

632 Innes Road

[Visit website](#)



Westboro Tower

721 Lincoln Ave

[Visit website](#)



Glebe Lofts

67 Clarey Avenue

[Visit website](#)

SCHEDULE A TOUR

Why this scales

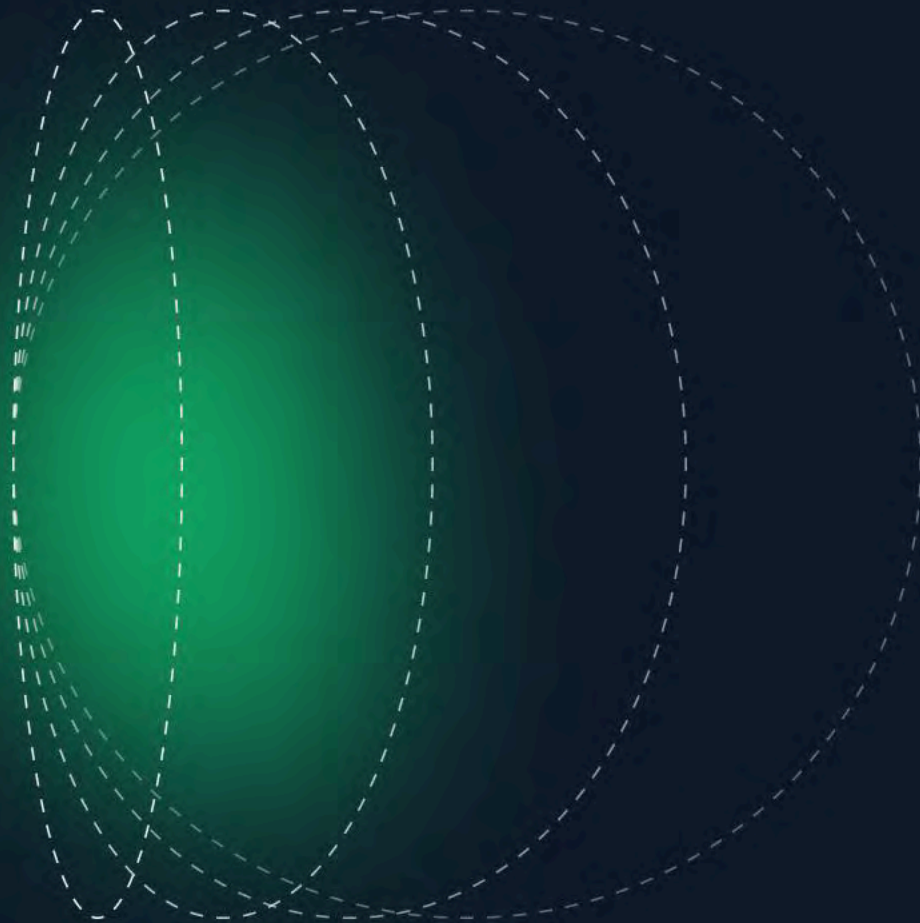
Same email. Different renters. Different segments.

This structure lets you run the same email across multiple segments because the details swap automatically based on the lead's data (region, bedroom, timing, and the communities featured).

Don't forget fallback text

If a field is missing, default to something that reads naturally:

- {{BedroomType}} → “**apartment**”
- {{Region}} → “**your area**”
- {{MoveInWindow}} → “**the next few weeks**”



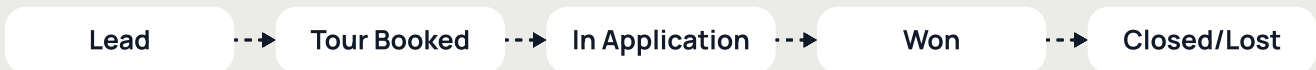
STEP 4

The 4 re-engagement campaigns (Built for real leasing drop-offs)

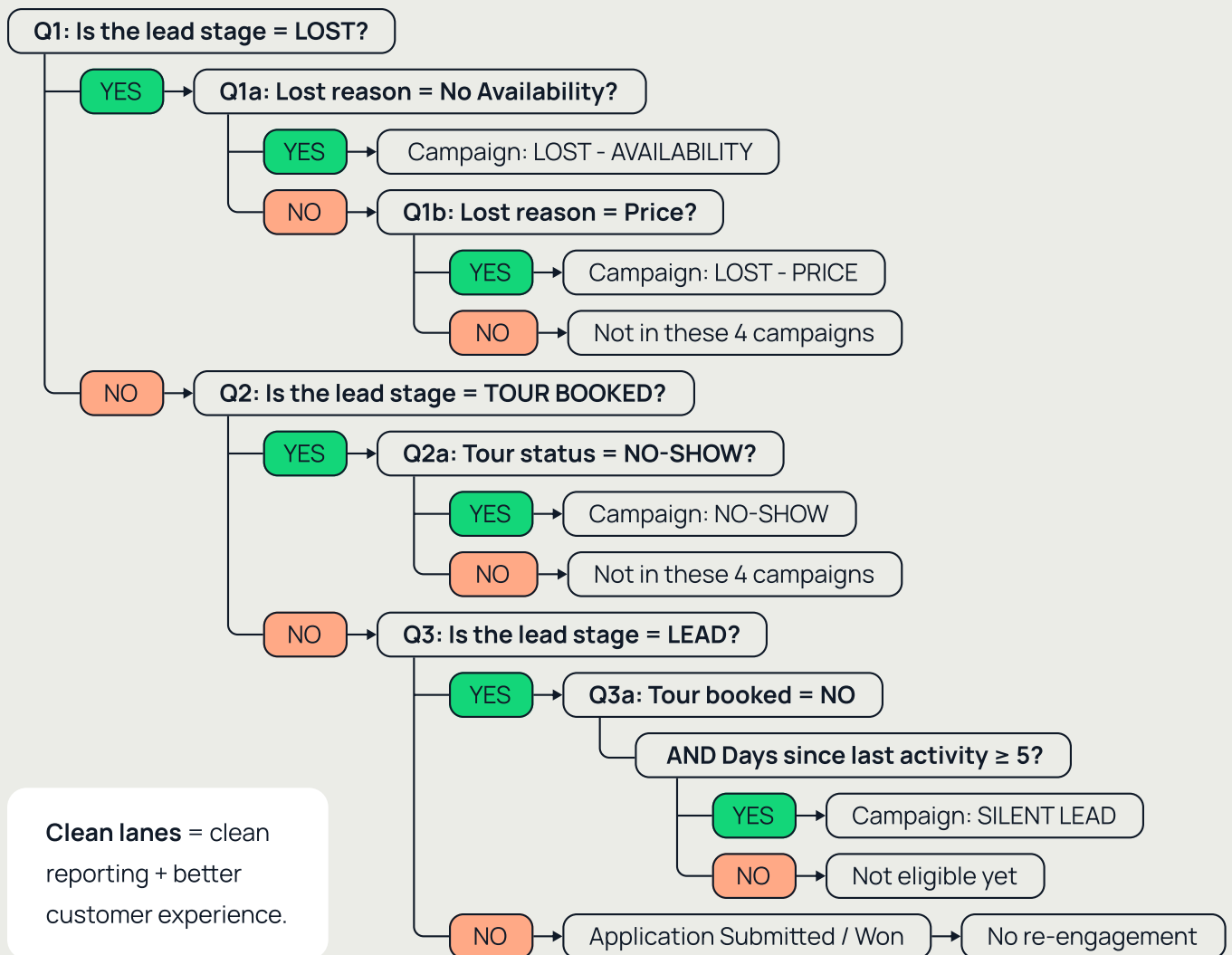
Before you build automations, you need one shared language: Lead stage. In this guide, every prospect is always in one of these stages:

- **Lead** = they inquired/engaged, but have not booked a tour
- **Tour booked** = they have a tour outcome (Scheduled / Completed / No-show)
- **Lost** = they are closed-lost with a recorded reason (Price, Availability)

A lead's position in the funnel determines the right next offer.



Stage is what makes these campaigns mutually exclusive so a prospect doesn't get hit by multiple "reactivation" drips at once.



Clean lanes = clean reporting + better customer experience.



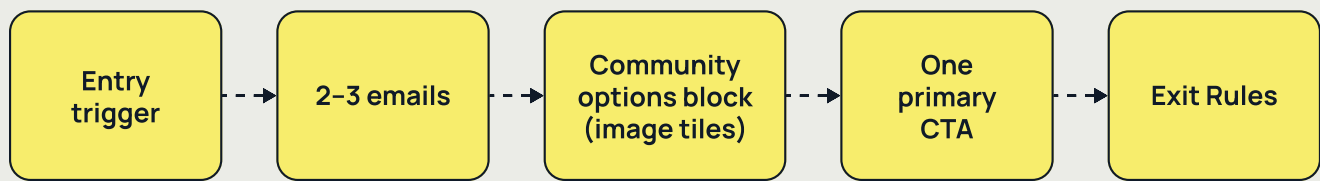
If you can't see lead stages, automation just scales generic follow-up.

DashQ brings consistency to your leasing workflow and visibility into your funnel, so you can pinpoint what's working, fix what's slowing conversion, and optimize leasing + marketing with confidence.

[Book a funnel walkthrough with DashQ](#)

One structure for every campaign

Each campaign follows the same build pattern:



Keep it consistent so it's easy to maintain across regions and communities.

Campaign 1: Silent leads

Entry trigger:

- Stage = Lead
- Tour status = Not booked
- Days since last activity \geq 5

Recommended cadence

- Email 1: Day 5
- Email 2: Day 12
- Email 3: Day 19

Goal: Get them back to a next step (check out availability or book a tour)

Sample email

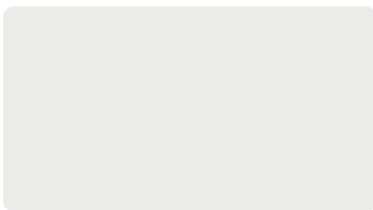
Subject: Still looking for a {{BedroomType}} in {{Region}}?

Hi {{FirstName}},

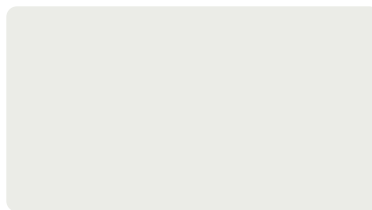
If you're still looking for a {{BedroomType}} in {{Region}}, here are a few nearby options to explore.

Explore communities in {{Region}}:

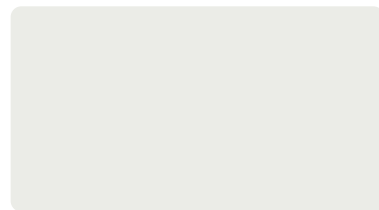
[Community options block: 3-6 image tiles in the region linking to each community page]



Community name
[Link](#)



Community name
[Link](#)



Community name
[Link](#)

CTA: View availability

Campaign 2: No-shows

Entry trigger:

- Stage = Tour booked
- Tour status = No-show

Goal: Make rescheduling easy (no guilt or friction)

Recommended cadence (default)

- Email 1: Same day (or next morning)
- Email 2: +2 days later
- Email 3: +7 days later

Sample email

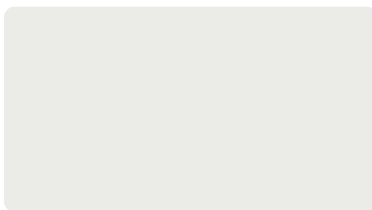
Subject: Want to reschedule your tour at {{PrimaryCommunity}}?

Hi {{FirstName}},

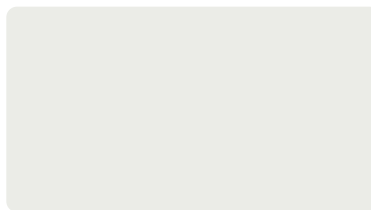
No worries if your schedule changed. If you're still looking in {{Region}}, you can grab a new time that works here.

Options in {{Region}} (if you'd like alternatives):

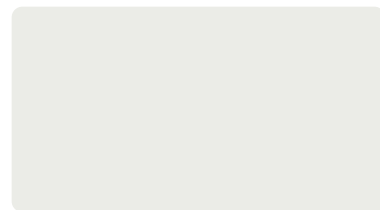
[Community options block:3 image tiles in the region linking to each community page]



Community name
[Link](#)



Community name
[Link](#)



Community name
[Link](#)

CTA: Reschedule your tour

Campaign 3: Lost — availability

Entry trigger:

- Lead stage = Lost
- Lost reason = Availability (no availability / timing mismatch / inventory)

Recommended cadence

- Email 1: 7 days after marked Lost
- Email 2: 14 days after marked Lost

Goal: Keep them shopping in-region with relevant alternatives

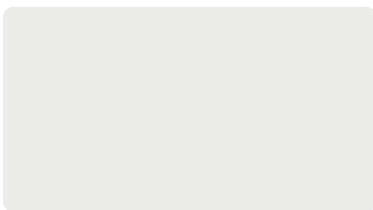
Sample email

Subject: Options for a {{BedroomType}} in {{Region}} (availability changes fast)

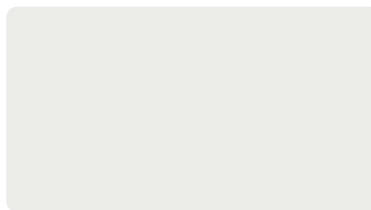
Hi {{FirstName}},

Since the unit you wanted is no longer available, I wanted to share a few communities in the {{Region}} you can explore right now. Availability updates quickly and openings come up all the time... you might find something that you like even more!

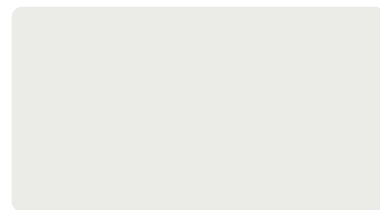
[Community options block: 3-6 image tiles in {{Region}}]



Community name
[Link](#)



Community name
[Link](#)



Community name
[Link](#)

CTA: Check availability now

Campaign 4: Lost — price

Entry trigger:

- Lead stage = Lost
- Lost reason = Price / Budget

Goal: Re-open the conversation with value + options (and optionally a promo test)

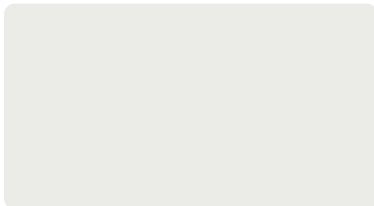
Sample email

Subject: Still looking in {{Region}}? A few options to compare

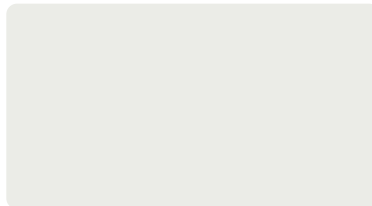
Hi {{FirstName}},

If price was the blocker, totally fair. We have a few {{BedroomType}} options in {{Region}} that renters often compare.

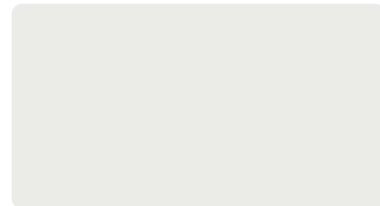
[Community options block: 3-6 image tiles in {{Region}}]



Community name
[Link](#)



Community name
[Link](#)



Community name
[Link](#)

CTA: View pricing & availability

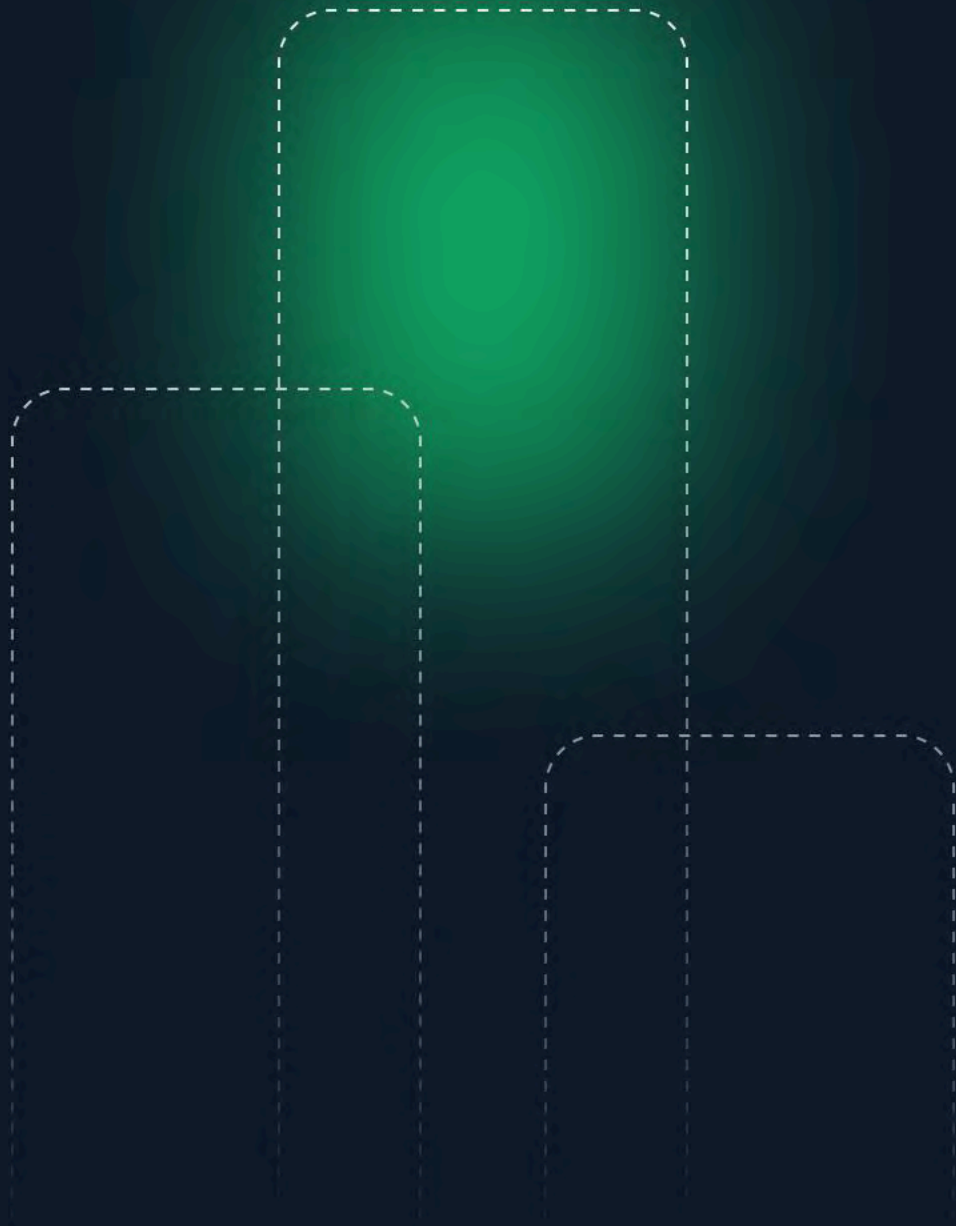
Pro Tip

You can include limited-time incentives in this sequence (parking specials, waived fees, move-in offers). Just treat them like live inventory: only mention an incentive if it's currently approved and active—and set a simple process to remove or swap it the moment it expires.

Universal exit rules (for all 4 campaigns)

Immediately remove a contact from your lists if any of these are true:

- Stage becomes Tour booked with Tour status Scheduled or Completed
- Stage becomes In Application or Won
- Move-in date is less than one week away
- Unsubscribed or bounced
- Lead is entered into a higher-priority experience (avoid overlap)



STEP 5

Measure the
right metrics

Most re-engagement reporting gets stuck on vanity metrics. For these campaigns, focus on three numbers to know if your campaigns are working and what to fix next.

01 Re-entry to funnel (primary KPI)

This is the real goal: did they take a meaningful next step?

- **Tours booked** (best default)
- **Applications submitted** (if you can track it cleanly)

How to use it: If re-entry is flat, don't tweak the copy forever. Look at trigger rules and targeting logic first.

02 Click rate to community pages (leading indicator)

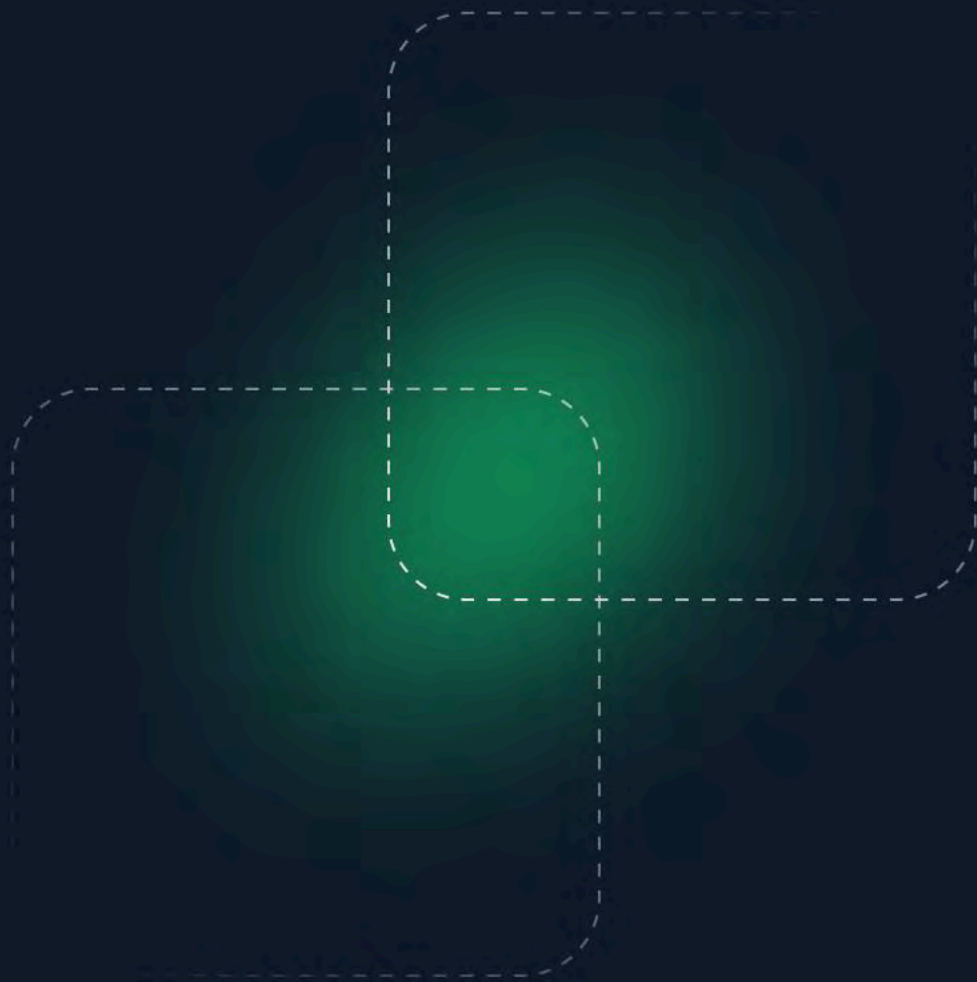
Clicks tell you if the message and options are compelling enough to earn the next step.

- If clicks are low, the email isn't feeling relevant or the next step isn't clear.
- If clicks are healthy but re-entry is low, the issue is likely on-site (availability, friction, tour scheduling, page experience).

03 Unsubscribes (quality check)

Unsubscribes keep you honest.

- If unsubscribes spike, your trigger is too broad, your cadence is too aggressive, or the message reads too generic.
- If unsubscribes are stable, you can safely test more personalization or frequency.



STEP 6

Quick A/B tests that
are actually worth
running early

Keep this simple: run one test at a time, per campaign, for 2–4 weeks. Otherwise you won't know what moved the needle.

Test 1

Subject line angle (relevance beats clever)

- **A:** “Still looking for a {{BedroomType}} in {{Region}}?”
- **B:** “Options in {{Region}} you can check today”

What you're learning

Do renters respond more to their stated preference or to the idea of fresh options right now?

Test 2

CTA wording (same destination, different promise)

- **A:** “Check availability”
- **B:** “View floor plans”
- **C:** “Schedule a tour”

What you're learning

Are most re-engaged leads in explore mode or ready-to-act mode?

Test 3

Link block format (reduce friction)

- **A:** 3 community tiles and links only
- **B:** Community tiles/links + simple tags (pet-friendly, best value, newest finishes, commute-friendly)

What you're learning

Do small context cues increase clicks without adding noise?



Launch checklist

1) Define your regions

- List your regions/cities
- Assign each community to **one** region
- For each region, pick **3-6 sister communities** to feature in emails

2) Confirm required data fields

Minimum fields you'll use:

- Region/City
- Bedroom type
- Primary community
- Funnel stage (Lead / Tour Booked / In Application / Won / Lost)
- Last activity date
- Tour status (Booked / Completed / No-show)
- Lost reason (Price / No availability)

3) Set your merge tag fallbacks

- Bedroom missing → **"apartment"**
- Region missing → **"your area"**
- Primary community missing → **"our communities"**

4) Lock the campaign entry rules

- Silent:** Stage = Lead + Tour status = Tour not booked + Last activity \geq 5 days
- No-show:** Stage = Tour Booked + Tour status = No-show
- Lost-Availability:** Stage = Lost + Lost reason = No availability
- Lost-Price:** Stage = Lost + Lost reason = Price

5) Build one reusable email template

Use the 3-block structure:

- Block 1:** personalized opener (with merge tags)
- Block 2:** 3-6 community links in region
- Block 3:** one primary CTA button

6) Add universal exit rules

Remove a contact from your re-engagement lists if:

- Stage becomes Tour Booked
- Stage becomes In Application
- Stage becomes Won
- Unsubscribe/bounced
- Move-in date is less than a week away

7) Quick QA before launch

- Test a lead with missing bedroom/region (fallback reads naturally)
- All community links work + go to correct pages
- Link block shows the right region communities
- Only one campaign can trigger per lead (stage-based waterfall)

Weekly 10-minute check

- Tours booked and applications submitted by campaign
- Click rate
- Unsubscribe rate



Personalized re-engagement that doesn't require CSV gymnastics.

DashQ turns renter preferences (bedrooms, pets, parking, move-in timing) and behavior signals into always-updated segments and personalized emails, so you can:

- launch targeted reactivation fast
- auto-remove leads when they tour/apply/lease
- keep campaigns relevant without constant CSV uploads

[Get more tours without paying for more leads](#)

 dashq.io

 sales@dashq.io

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