



## Client Success

## Buckingham Companies



**Market**  
Multifamily

**Portfolio**  
8,263 units

**Client Since**  
2010

**Highlighted Product**  
[RentCafe](#)

**The Benefits**  
Buckingham attracts online prospects and drives resident retention with customizable property marketing websites that include real-time unit pricing and availability as well as powerful social media features.

**About Buckingham Companies**  
[www.buckingham.com](http://www.buckingham.com)

**Learn More**  
[Yardi.com](http://Yardi.com)

**Contact Yardi**  
[Sales@Yardi.com](mailto:Sales@Yardi.com)



“ We use RentCafe for all of our property websites. We use it to market the properties, execute online leasing, and offer resident portals. ”

Nicole Crosby, Senior Marketing Manager

### The Company

Founded in 1984, Buckingham is a full-service, fully integrated real estate company that includes the development, acquisition, management, and construction of a wide range of property types. Buckingham manages nearly \$1 billion of real estate assets for its own account, clients, and institutional partners.

### The Challenge

#### Unwieldy Online Presence

Buckingham needed a solution that would improve its property marketing websites. Its community websites were difficult to update, offered limited customization, and had no social media integration. Staff was unable to make timely updates to reflect changes at properties, including prices, promotions, and policies.

### The Solution

#### RentCafe

RentCafe is Yardi's multifamily marketing and leasing platform that provides dynamic property websites, smart multichannel marketing tools, and innovative SEO and SEM capabilities. The websites automatically pull in real-time pricing and unit availability, and they allow Buckingham's team to edit content at a moment's notice.

### The Story

#### More Effective Property Websites

Buckingham chose RentCafe to create better property websites that attract and capture prospects with appealing, content-rich designs and easy-to-use features.

Prospects can use the sites to search for availability, select a unit, submit applications, get prescreened, pay any fees, and ultimately sign leases online. Staff can make changes at any time and view analytics to track website performance.

“Having all of the property websites under one content management system makes it very easy for our marketing department to log in and quickly update websites as needed. We can pull reports to see where we need to do more work,” said Nicole Crosby, senior marketing manager at Buckingham.

Additionally, Buckingham leverages the integrated social media tools in RentCafe – like



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Facebook leasing and floor plans – to reach a wider audience and engage prospects and residents. Property websites feature resident photos and testimonials that showcase the community experience.

“It’s also a retention tool for us,” continued Crosby. “Renters who are active in their communities are more likely to stay because of their personal investment and stronger social ties.”

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Buckingham Companies has also implemented [RentCafe CRM Flex](#), [RentCafe Connect](#), [Yardi Payment Processing](#), [Yardi PayScan](#)