

CASE STUDY:

Hubzu helped sell 44% of a large property portfolio in 30 days by increasing marketing exposure.

CHALLENGE

A medium-sized property management company faced significant obstacles in liquidating a large portfolio of properties. This property management company's portfolio consisted of several hundred lower-value assets in need of varying levels of maintenance and repair. Traditional real estate marketing channels had been unsuccessful due to the majority of properties residing in harder to access rural communities as well as their current condition. The company struggled to maintain adequate exposure of these assets, resulting in longer marketing timelines, averaging six months.

SOLUTION

Choosing Huzbu®, Altisource's industry leading real estate marketing platform, provided this seller access to qualified buyers and increased asset exposure. Altisource® increased asset exposure for this client through Hubzu's customized marketing campaigns, inclusive of targeted and actionable "featured property" emails, SEM strategies and premium placement marketing. These targeted marketing efforts resulted in over 255,000 property views and higher customer engagement, helping to improve liquidation rates and shorten sales timelines. Enhanced data and analytics also identified key factors that influence buyer searches and patterns to amplify marketing efforts, which resulted in increased asset exposure.

RESULTS

Increased asset exposure, reduced marketing timelines and increased liquidation rates. By choosing Hubzu, the client was able to overcome the challenges of marketing lower-value properties in rural communities and liquidate those properties on average above reserve price. This ultimately shortened the timelines for this portfolio, resulting in both cost and time savings for the client.



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METRICS



44%

of client's properties were liquidated within 30 days on market



103.83%

average sales price to reserve price



941

average property views per asset



255,000

total property views across the entire portfolio

Huzbu provided this seller access to qualified buyers and increased asset exposure.
