

CASE STUDY: How TCS Accelerated Leasing Velocity With AI-Enhanced Visuals

The Problem

TCS, a major property management group operating on tight margins, was seeing units sit longer than planned due to low early interest. Standard listing photos weren't driving enough inquiries, **extending lead-to-lease time**, increasing **turn time costs**, and **hurting conversion rates** across their portfolio— directly impacting NOI. TCS needed a scalable way to boost renter engagement immediately and move prospects from lead to lease faster.

The Bounti Solution

Bounti elevated TCS's leasing funnel by delivering modern, **AI-enhanced visuals** that made TCS's units feel brighter, more inviting, and move-in ready. These enhanced images were **used across listings and email campaigns**, giving renters a more compelling first impression that **increased engagement** with the listings and **improved conversion rates** for both tours and applications.

The Results

Units enhanced with Bounti's AI-enhancement and virtual staging platform went **under contract in under 14 days on average**, significantly **reducing lead-to-lease time** and outperforming non-enhanced listings. Email campaigns featuring Bounti visuals delivered a **500% lift in engagement**, generating more inquiries, faster tours, and stronger conversion rates — ultimately reducing turn time and improving leasing efficiency across the portfolio.

Stat Highlights

- **<14-day lead-to-lease time** for enhanced units
- **Outperforms non-staged listings** significantly
- **500% increase in email engagement**
- **Higher inquiries, tour bookings, and application conversions**
- **Reduced turn time** across renovated or vacated units

Testimonial

"Bounti has transformed our leasing process. The visual upgrades immediately boosted interest, cut our lead-to-lease time, and improved conversions across the board. Our units simply lease faster now." — Gaurav Gambhir, Owner and Founder of TCS Group

