Processing Emails
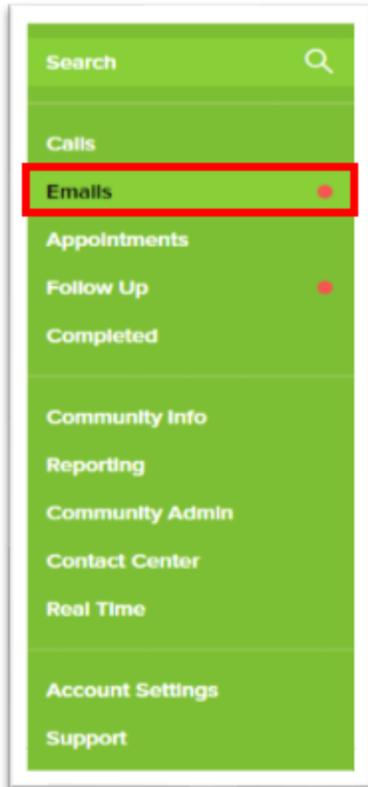
You can access the Email Queue by choosing the Emails tab from the left-hand menu.

Once you choose this tab, you will be directed to your community inbox. It will compile all new/repeat leads from your paid ad sources. You will complete all emails here, with the exception of Follow Ups.

Community Email Queue

Within the community queue, you will see emails tagged in an orange "Lead" marker if the prospect is a repeat lead. This means that they have previously contacted the community and have been entered into Rent Dynamics, even if this is their first email contact. If there is no tag located on the prospect's email, there's a good chance that this is a New Lead. However, you will always want to use the search bar to confirm, when you have the Contact Card opened.

You will also be able to see how old the emails are and have the ability to filter the queue from newest to oldest.

New Lead Email

After you select an email you would like to process, a contact card will populate on the right side of the page. The ad source will show in the email that the prospect used.
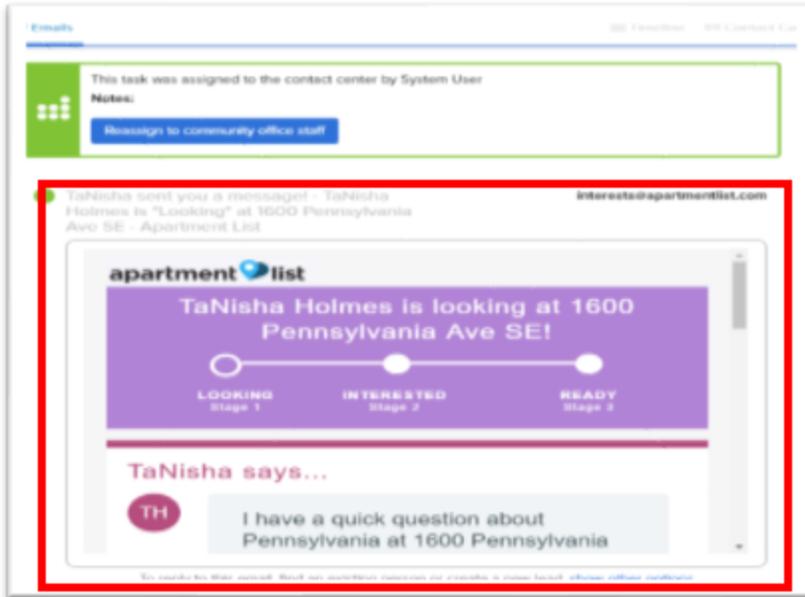

Best practice would be to review the ad source to see what information the prospect has already provided.

Here we can see which floor plan to prospect is looking for, their move-in date, and their ideal budget. The ad source will also have the prospect's contact information which makes the lead card simple to process.
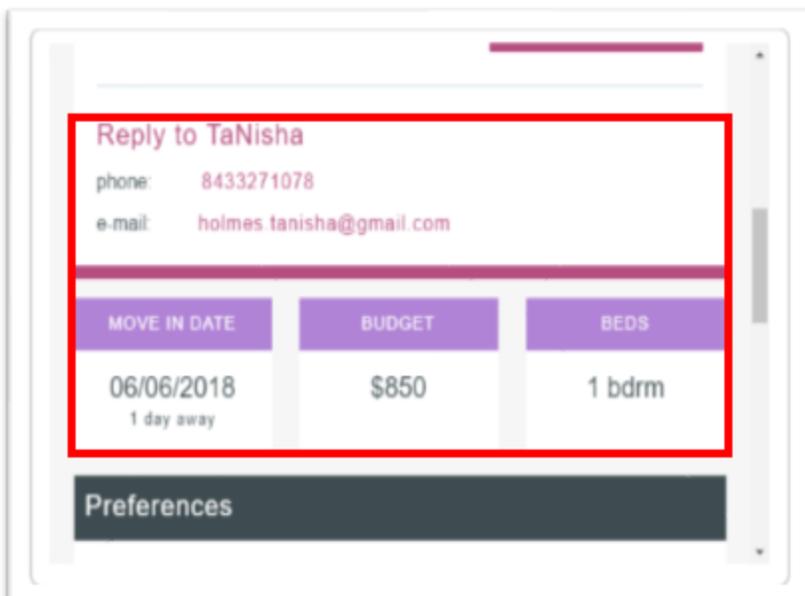
Some ad sources also ask a few questions about the prospects wants. In the example below, we can see the amenities they would like, the location they are interested in living, correct income, and rental records.
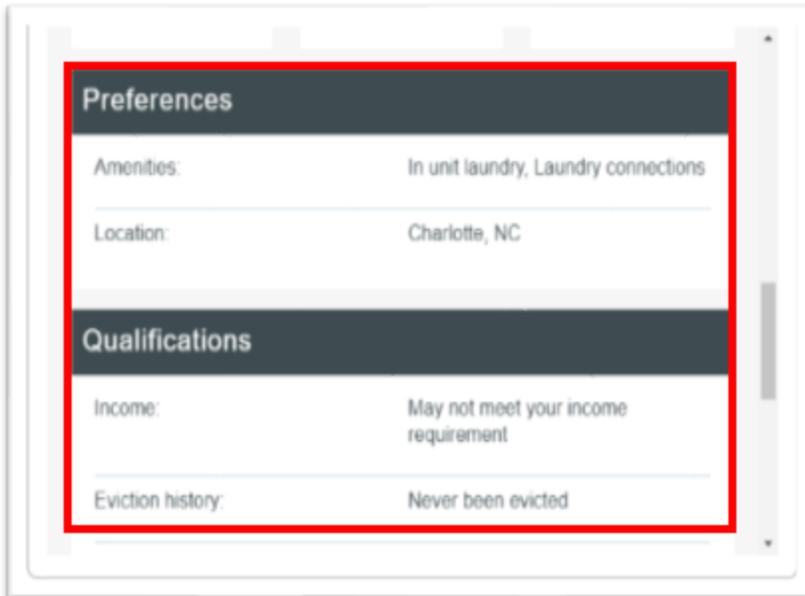
At the bottom of the Email Lead you will have the search bar. If the prospect has contacted the office with their contact info they will show up as a lead. If not, you will see No Match Found. In this scenario, it would the first contact the prospect as made with your community so we will process the lead card as a new person.
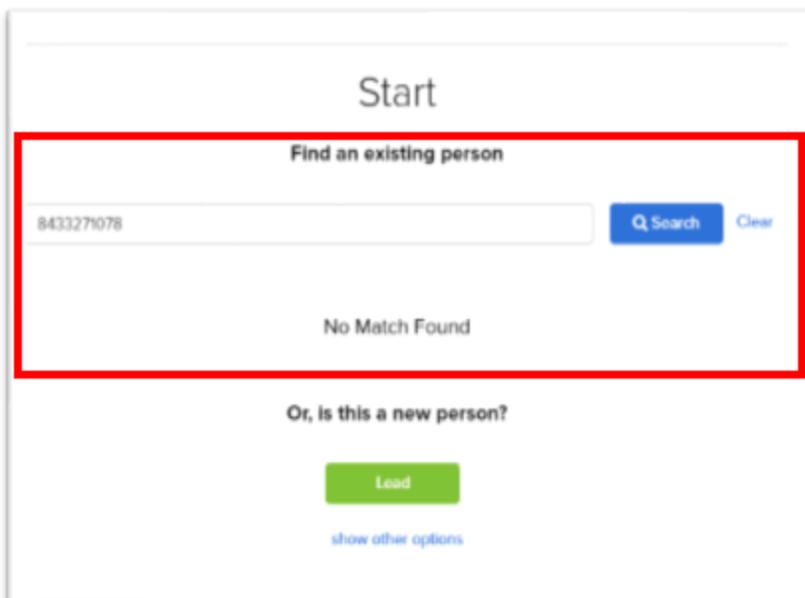
The Lead Card will automatically fill out most of the caller's contact data, pulling it directly from their email. However, sometimes the ad source will not translate all of the Lead Card information. In this example, you see from the original email that the prospect is looking for a

one bedroom move in date of June 6th. You will just edit the Lead Card to match the prospect's needs.

You will not have all the information to fully fill out all details for the Lead Card, however it can be updated throughout the interactions. With each email sent, you can ask for specific information from the prospect. Items such as Lease Length, Move Reason, Additional Amenities, Occupant Number, and if the caller is bringing pets.

You will also notice on the bottom of the page that the prospect's contact info is already entered into the Lead Card. You also have the toggle to schedule an appointment for a tour.

You also have the ability to schedule a follow up with the prospect to keep them on your radar as a potential resident.

Once you have filled out the Lead Card you will select the Save and Reply blue button in the bottom right of the page.
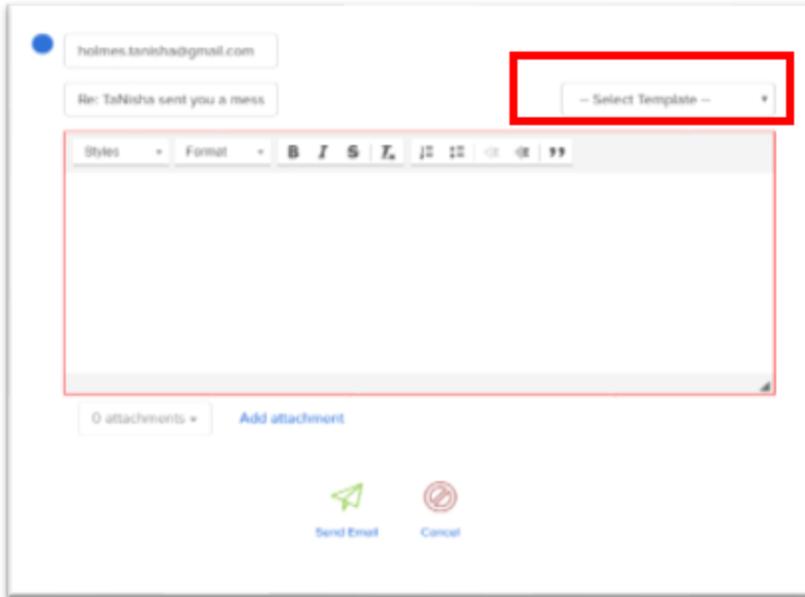

This will look like a standard email and you want to confirm the email is correct in the top left Send-To address field. You will notice to the right you can select a Template. These can be created in advance (Community Admin>>Email Templates), to make the reply option quick and

personalized. If you do not use the templates you will type your email into the email editor.


In the example below, a Template in the drop down has been selected and edited to match and confirm the prospect's interests. You can see it is straightforward in the response. Before sending the email you will also have the option to Preview the email, which is a great tool if your email includes photos.
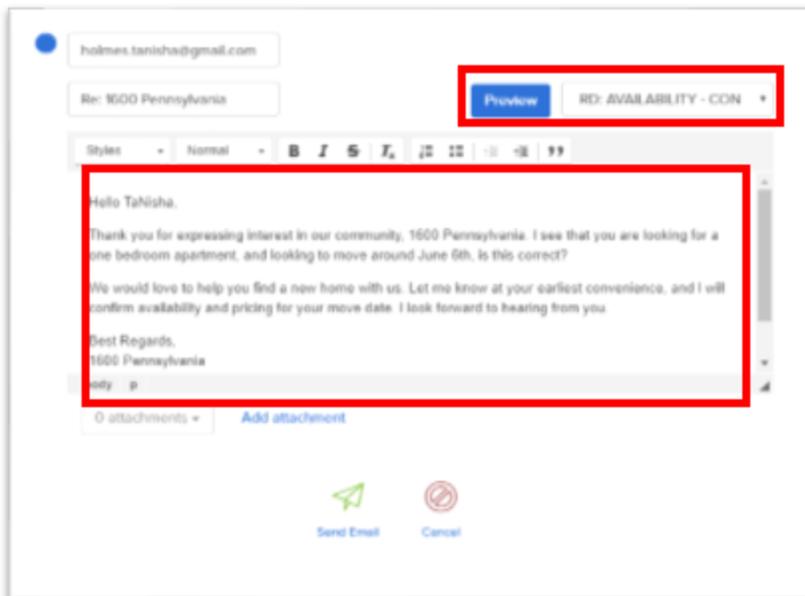
Once you press the send button, the email page will complete and you will be redirected to the inbox page to process the next email in the inbox. You can see in the inbox example below, there is only one more email to process.
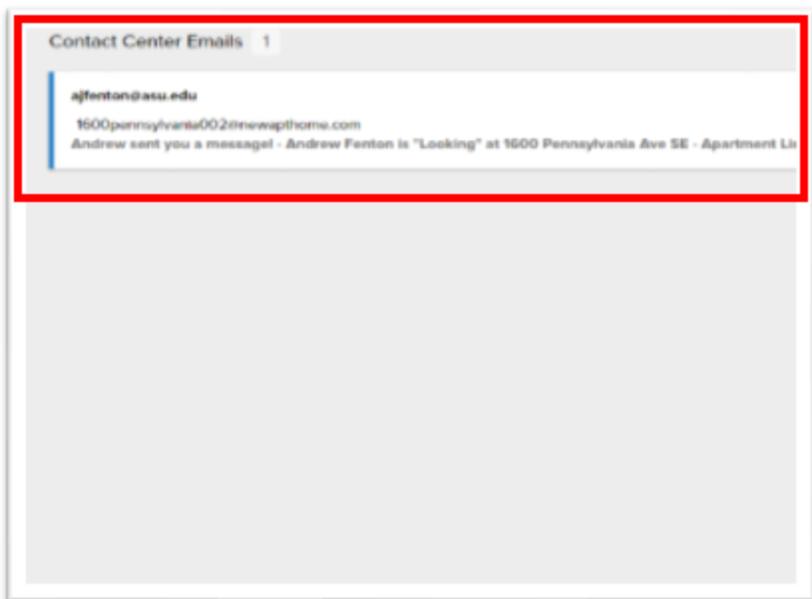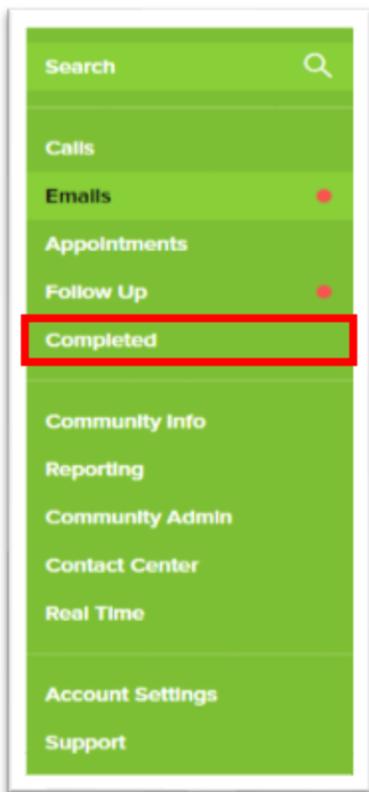
Once you have completed all emails in your community inbox you will see a smiley face for a job well done.
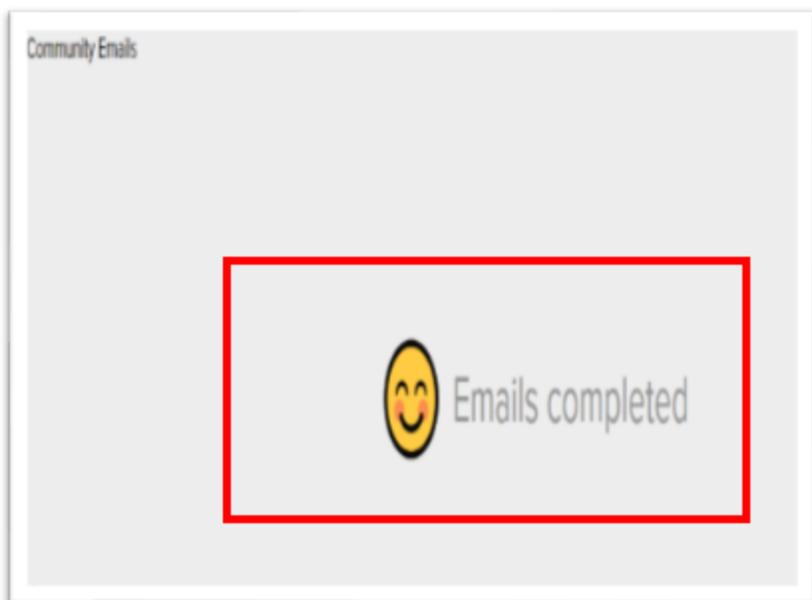
The inbox will be active and each time your community receives a new email you will see an indicator for the new mail.

You can also check your sent emails in the Completed page, located on the left-hand side column within Rent Dynamics.

As you see this email was sent to the prospect, it will also show what type of lead was processed, contact info, date, and time it was completed.