

CASE STUDY

How Professional Photography Cut Lease-Up Time by 14%



About PlanOmatic

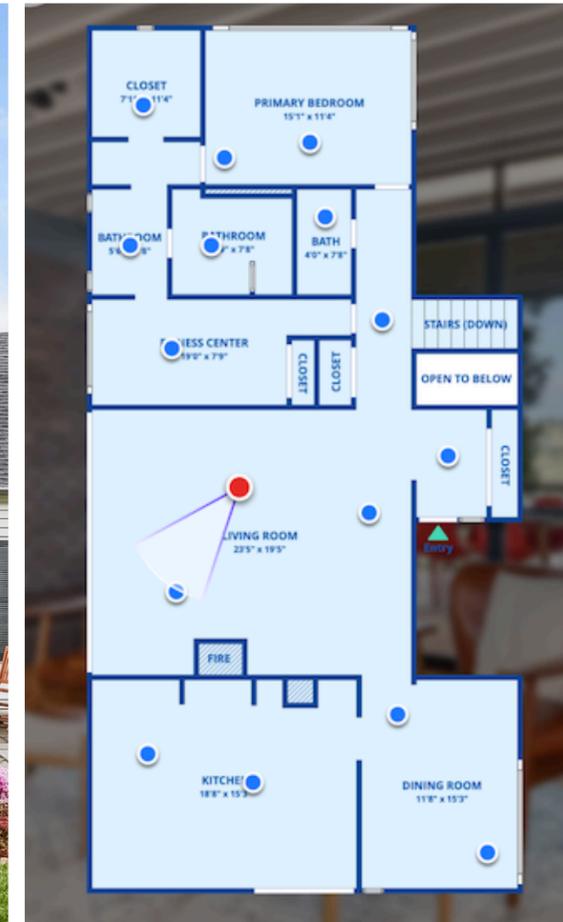
PlanOmatic provides automated listing media services to single-family rental property managers and SFR institutional owner-operators, nationwide.

Our proprietary platform integrates with property management software to automatically order and deliver professional photography, 3D tours, interactive floor plans, and AI virtual staging.

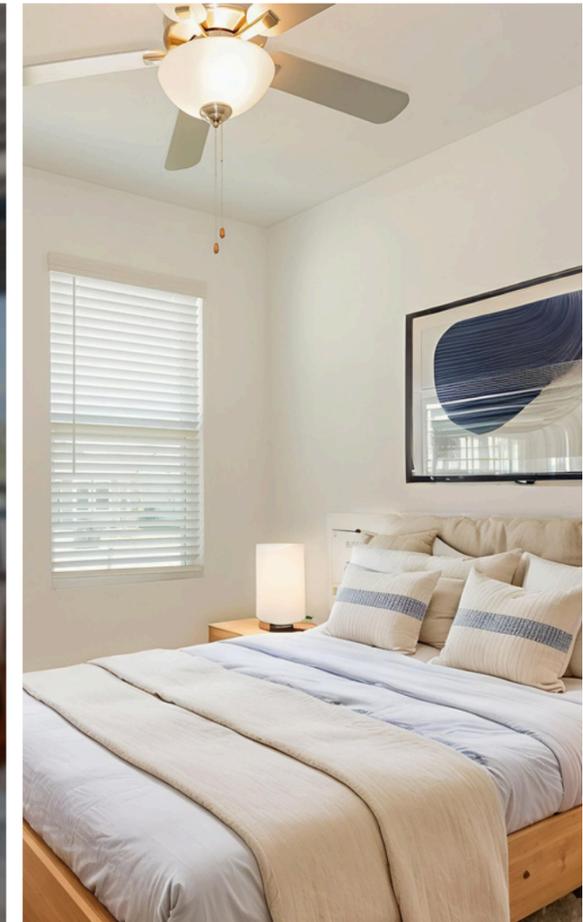
Since 2005, we have committed to helping our clients work more efficiently, lease vacancies faster, and elevate their brands through unmatched speed, quality, and client experience.



PHOTOS



3D TOURS



AI VIRTUAL STAGING

Professional Photography Case Study Methodology

- 2,500 Atlas Real Estate rental listings analyzed
- Listing data gathered from Q1 2024 - Q3 2025
- Listings located in Colorado
- Service included in study: Professional Photos
- Analysis includes data on:
 - Lead volume
 - Conversion to showings
 - Days on market



Leads per listing **increased by 80%** when PlanOmatic photography was used

LEADS PER LISTING

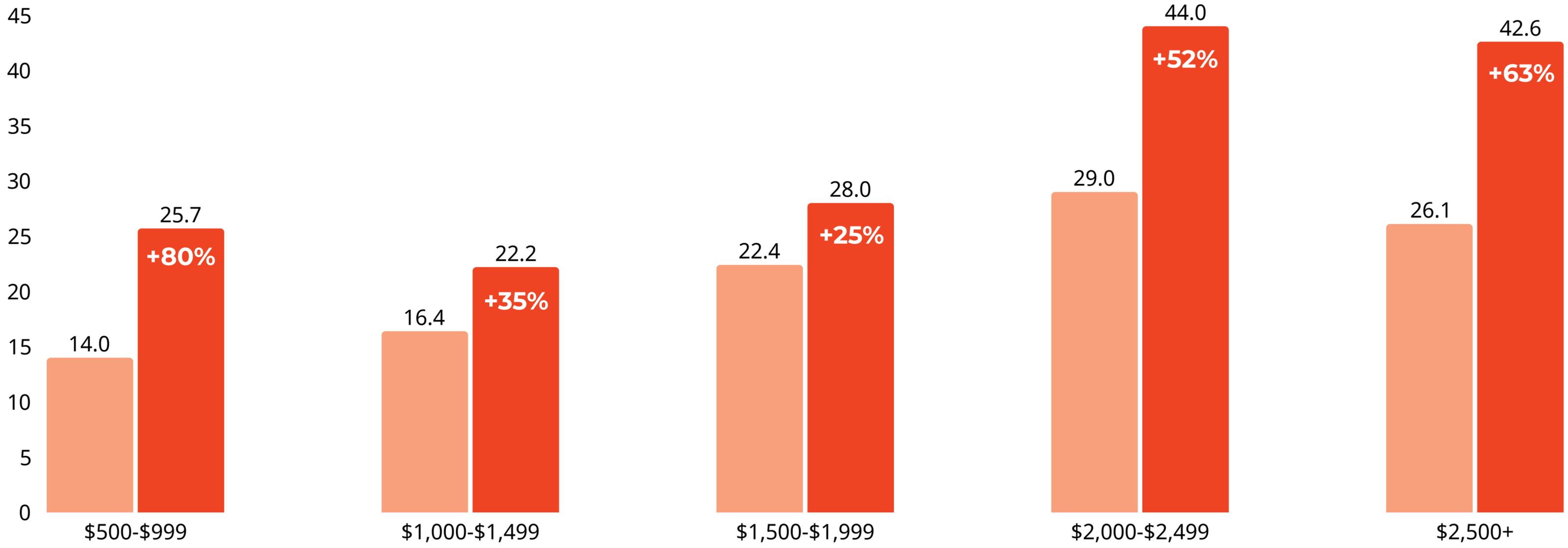
● Non-PlanOmatic ● PlanOmatic



Leads per listing **increased across all** rent ranges

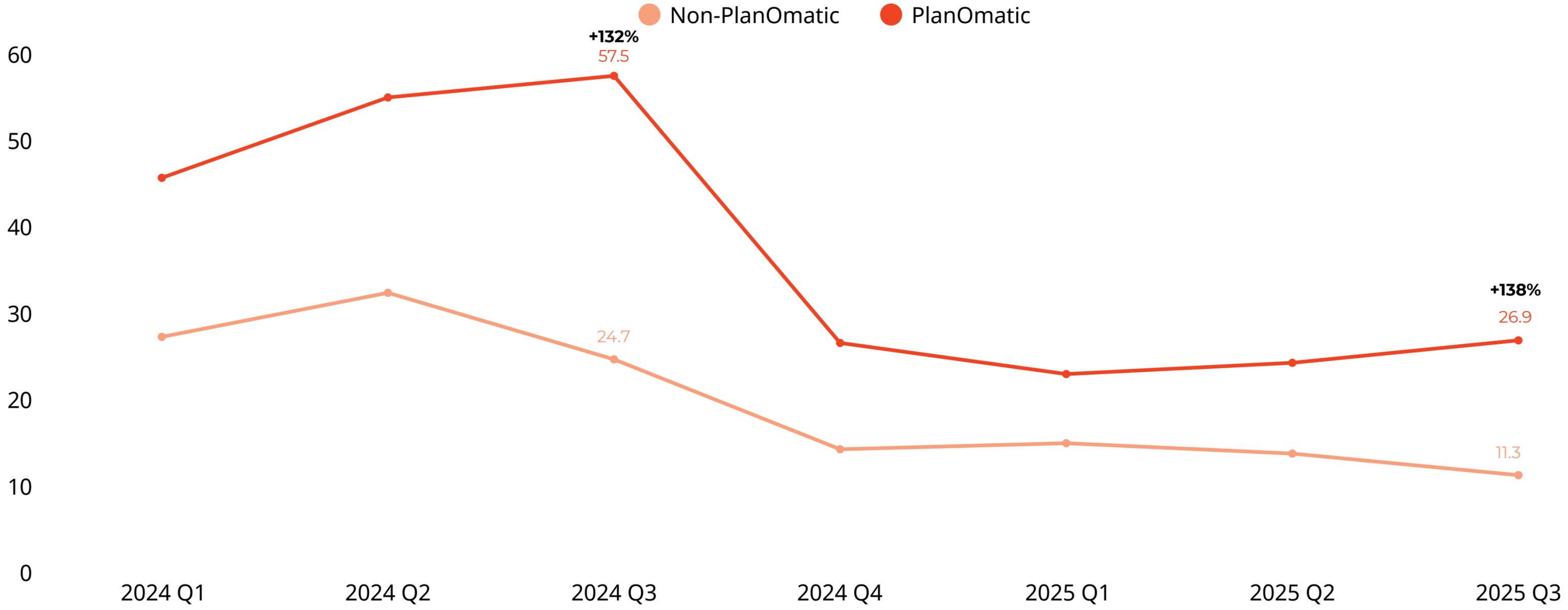
LEADS PER LISTING by RENT RANGE

● Non-PlanOmatic ● PlanOmatic



Leads per listing **remained higher** even when overall leads declined

LEADS PER LISTING by QUARTER



Conversion rate **increased by 11.3%** when PlanOmatic photography was used

CONVERSION RATE from LEAD to SCHEDULED SHOWING

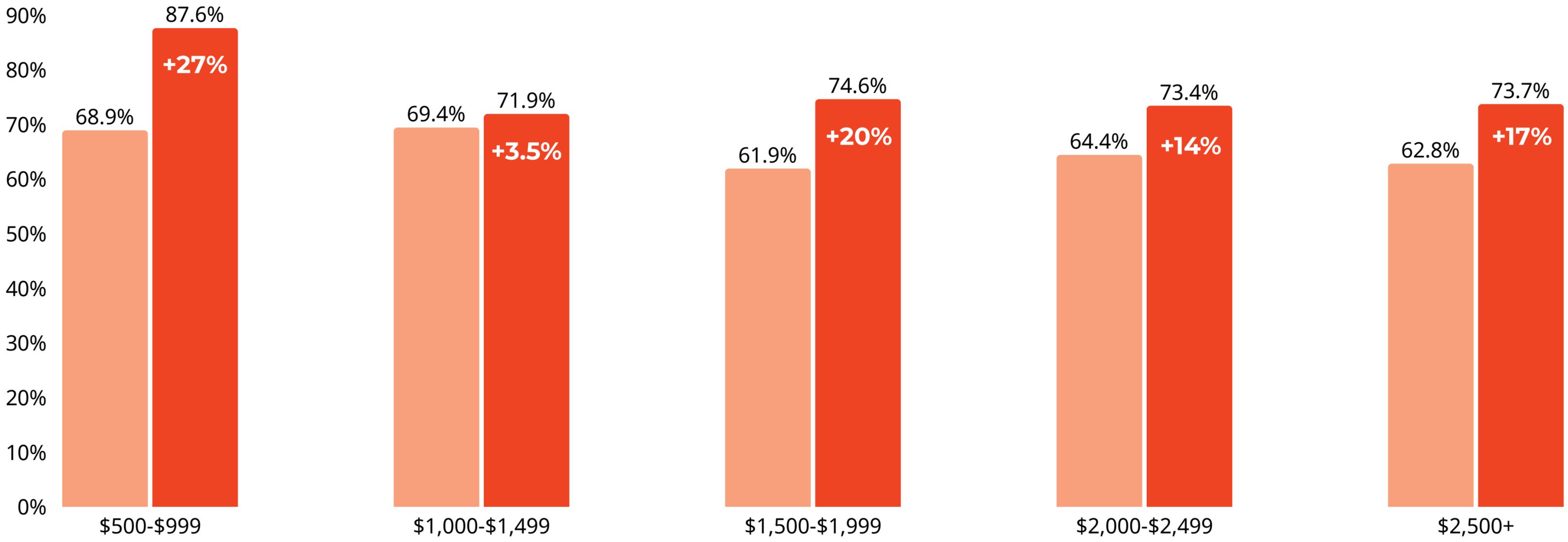
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Conversion rate saw the **largest increase** in the \$500-\$999 price range

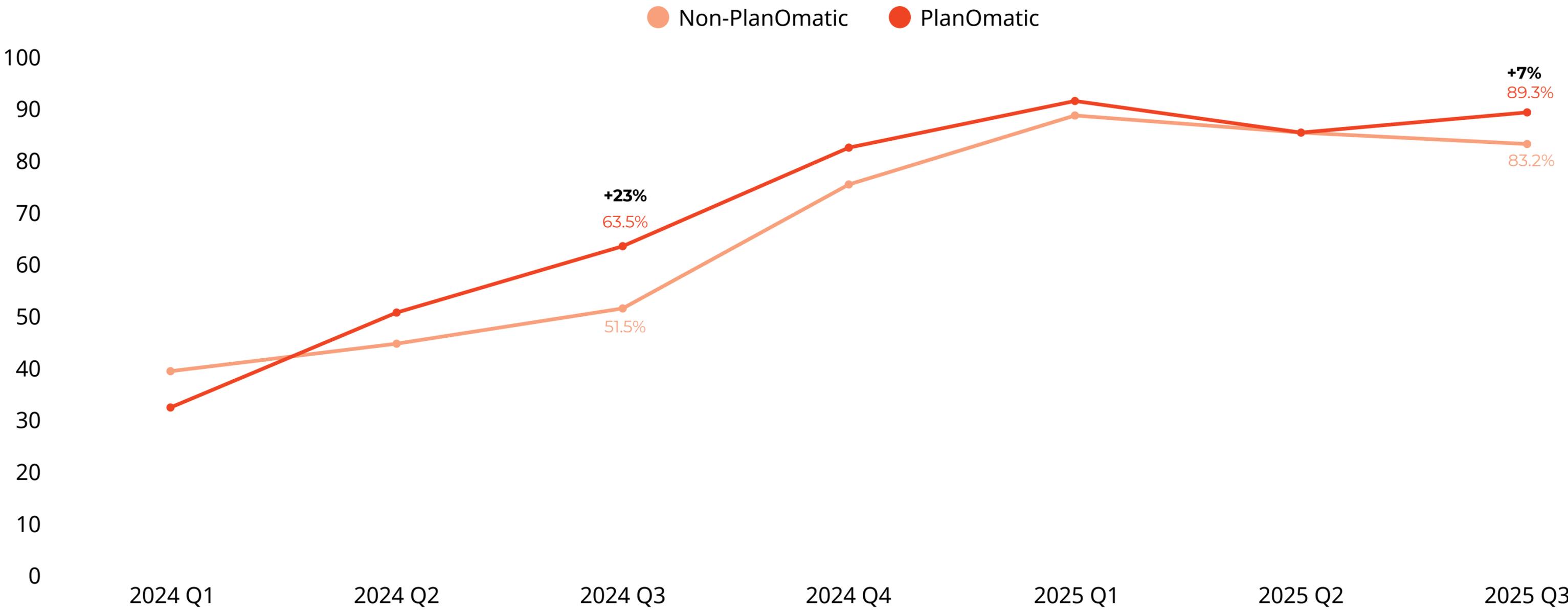
LEADS PER LISTING by RENT RANGE

● Non-PlanOmatic ● PlanOmatic



Conversion rate peaked at **91.5% in 2025 Q1** for listings with PlanOmatic photography

CONVERSION RATE by QUARTER



Average days on market **decreased by 14%** when PlanOmatic photography was used

AVERAGE DAYS ON MARKET

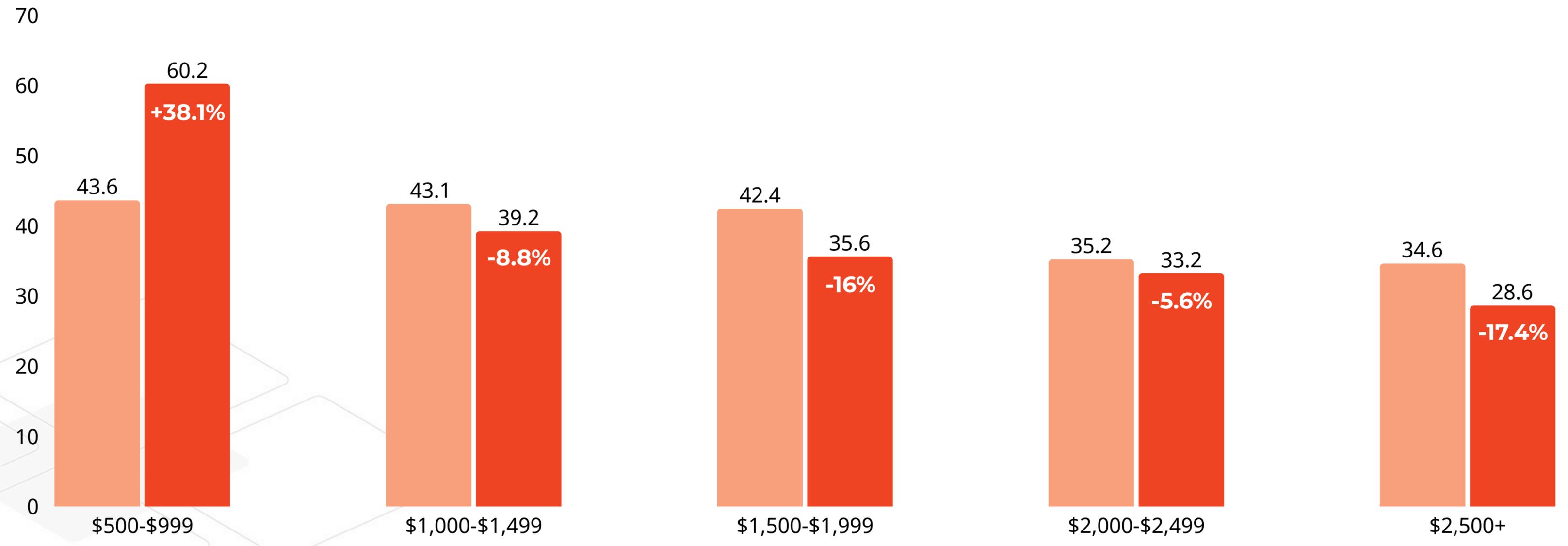
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Days on market decreased in 4 out of 5 rent ranges

DAYS ON MARKET by RENT RANGE

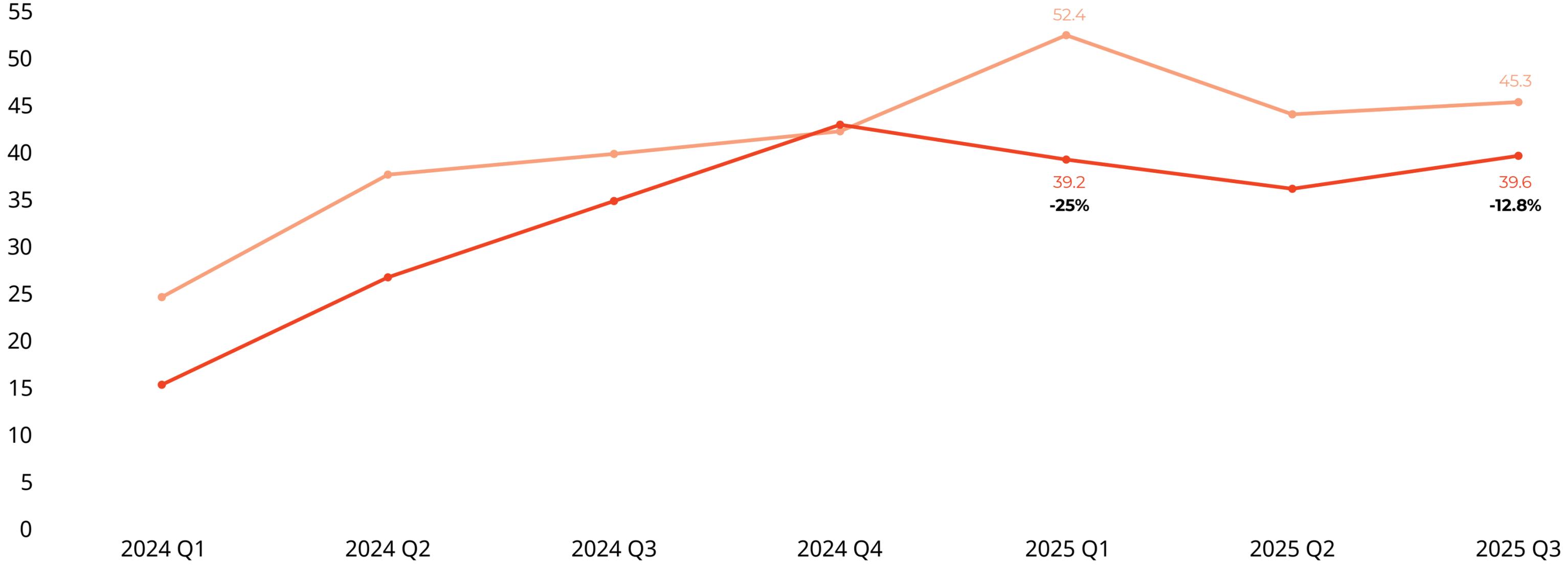
● Non-PlanOmatic ● PlanOmatic



Days on market remained lower **in 6 out of 7 quarters** with PlanOmatic photography

DAYS ON MARKET by QUARTER

● Non-PlanOmatic ● PlanOmatic





Professional Photography Case Study Results

- Leads per listing **increased 80%**
- Conversion rate **increased 11.3%**
- Days on market **decreased 14%**

