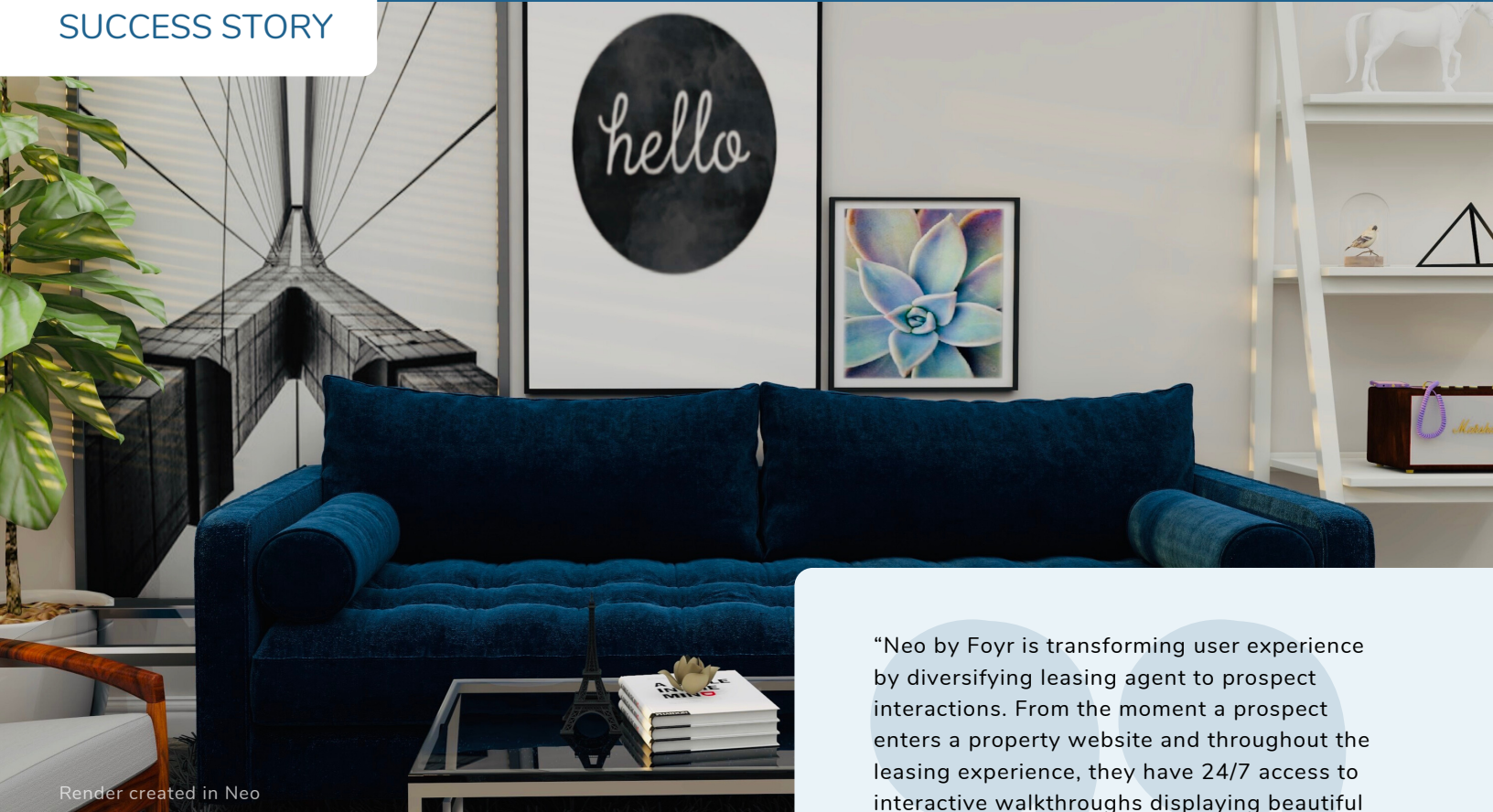


## SUCCESS STORY



Render created in Neo

### **Madera Residential uses Neo to enable its sales and leasing team within the digital economy**

Though businesses have been affected by an ever-changing world (including the current pandemic), Madera Residential is successfully minimizing the impact. Instead of being overly hindered by these changes, they have taken this opportunity to upgrade the property management world and bring it into the digital age.

In their partnership with Foyr, Madera Residential has distinguished itself as a thought leader and beacon of the future. They have enabled their sales and leasing team to continue with apartment showings – digitally through Foyr’s software, Neo, instead of in person – which has allowed them to not only maintain, but also scale, core business functions.

This adoption of Neo certainly aligns well with Madera Residential’s goals and growth as a company.

“Neo by Foyr is transforming user experience by diversifying leasing agent to prospect interactions. From the moment a prospect enters a property website and throughout the leasing experience, they have 24/7 access to interactive walkthroughs displaying beautiful recreations of our units with realistic materials. Most of all, Foyr is providing accessibility to prospects and leasing agents that we have never been able to provide in the past.”

John McNelly  
Chief Marketing Officer



Madera Residential is a leadership-driven real estate investment and management company with a long-standing history of creating value in apartment communities. Madera owns and operates 55 properties and 14,150 units across Texas. Through the growth of their emerging innovation/technology company Quext, they are prepared to dramatically scale their successful multifamily real estate holdings by developing and utilizing some of the industry’s most forward-thinking tech.

### About Foyr

Foyr’s mission is to empower those who shape the world of design and real estate with state-of-the-art visualization solutions. Their cloud based design software, Neo, is revolutionizing the way people design, plan, render and collaborate.

### Connect

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