

STEP 1 VISUALIZE THE TOUR PATH

- Do you want to start your live tour from the leasing office then proceed to show them the clubhouse, outdoor amenities, and then on to the unit(s)? Or do you want to start the live tour from the unit itself? These are key considerations to think through first to ensure a smooth, cohesive tour experience.
- Know how you plan to walk through the unit, what you will focus on and showcase, and how much time you'll spend in each general area in order to keep the tour flowing.
- Be mindful of the time you scheduled for the tour. Run through your agenda for the tour so you aren't rushing at the end.

STEP 2 WALK THE TOUR PATH AND PREP THE AREA

- Are the spaces clean (just as they would be for an in-person tour)?
- Are the lights on, toilet seats down, relevant doors open, and blinds adjusted?



PRO TIP

Depending on the weather or the time of year, you might want to have blinds tilted up or down to manage light flare. Don't close them all the way though as you want natural light coming in to best capture the space. Any relevant doors you want open, go ahead and open them prior to starting the tour and prop them open if they self-close so that you're not struggling to hold the device and open the door at the same time.

STEP 3 START THE TOUR

- Have Realync? Perfect! You're off to a great start!
- Whether you want to or not, turn the camera to selfie mode at the beginning of the tour and greet the prospect. Introduce yourself and what you're going to show them. Let them know that the tour is going to be recorded and sent to them after the tour is completed.
- Walk slowly (but not TOO slowly!) You want to make sure the person on the other end is having a really great viewing experience and can see all they want / need to see!
- Encourage everyone to dive in and use the map feature. Don't just highlight the property. Focus on location, location, location because that is very important to prospective residents!



PRO TIP

Go in and preset pins on the map before the tour to highlight perk partners, hospitals, parks, schools, coffee shops, etc. that you know your prospects are interested in.

STEP 4 END THE TOUR

- After you have shown them the space, turn the camera to selfie mode again to thank them for joining the tour, answer any remaining questions, and communicate the next steps.
- Make sure to click the "end" button. Our system automatically sends the tour to them once completed.

STEP 5 FOLLOW UP IMMEDIATELY AFTER THE TOUR

- Follow up to ensure your tour attendees received the video recording via email. The email will have the property name, but will be sent from the Realync system. Make sure it doesn't end up in their promotions folder or somewhere else.
- If you didn't go through all of your amenity spaces during the live tour or weren't able to tour each floor plan of interest, make sure to send your community overview videos and unit videos after the tour.
- Congratulate yourself for a job well done! That was easier than you thought, right?



PRO TIP

All live tours are automatically saved so the prospect can re-watch, share with friends, and remind them of questions that were asked.