

VIDEO FOR THE ENTIRE
RESIDENT LIFECYCLE

Leasing

How to Create
Videos that Ensure Your
Prospects Will Lease



Newspaper
Adverts

Word of
Mouth
Adverstising

Entrance of
WWW/AOL

Mixed Media
Digital World

Virtual
World

Introduction

It's no secret. How we communicate has fundamentally changed. We are living in a new era. From the transition of solely relying on print and newspaper advertisements to the World Wide Web entrance to the events of 2020, it's undeniable. We now live in a virtual world.

As a matter of fact:

- *95% of all teens today have access to a smart phone and 97% use at least one major social media platform.*
- *By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017.*

Residents and prospective residents want to be reached virtually, but they also want content that is authentic and personalized directly for them.

In many ways, 2020 was a catalyst for change. The multifamily industry had to catch up to where the rest of the world was headed—virtual, flexible, and personal. At Realync, we know that it is not enough to simply have a virtual leasing tool. Your team needs to be equipped to deliver the appropriate message and communicate information to prospective and current residents. After all, we built Realync for the entire resident lifecycle.



72% of consumers would rather use video than any other channel to learn about a product or service



66% of consumers say encountering content that isn't personalized would stop them from making a decision

To aid in that effort of equipping onsite teams to use video throughout the entire resident lifecycle, you can leverage this resource to discover:

- *Why video is a preferred method of communication.*
- *What videos to create and where to incorporate video into your entire resident lifecycle.*
- *How to streamline your onsite video strategy.*
- *Tips and tricks to be the most effective and efficient with video.*

Why should you keep reading? Video has the power to help your teams market their properties more effectively, close leases faster, engage with residents, and streamline operations. It'll be worth it—trust us!

Why Video

Video in all forms has slowly been taking over. Over time, social media platforms transitioned from solely text-based content to photos and now to almost exclusively video (both live and pre-recorded) on everyone's news feeds. It's how people communicate because it's real, authentic, and there's nothing more powerful than human-to-human interaction conveyed via video.

So how can you leverage the power of video into your resident lifecycle? Before we dive into the how and where to incorporate video, let's first discuss why video works.

Video is Powerful. In Fact:



By 2022, online videos will make up more than **82% of all consumer internet traffic** – 15 times higher than it was in 2017.



Videos are shared on social media **1200% more** than images and text combined.



Viewers retain **95% of a message** when they watch it in a video, compared to 10% when reading it in text.

Video works, and it's all the more effective in the multifamily industry when it involves people's homes—a high involvement and emotional decision. Video is authentic, memorable, and it fosters **building the human connection**. Because even though we're in a virtual world, humans want to buy from other humans.

Using nothing more than what is already in your purse or pocket, you can host a live video or record a personalized video for a prospect on the spot. Video no longer needs to involve a full production crew to be effective. Simply going DIY with a smartphone or tablet is all that consumers need to see. This instills trust and transparency into a decision-making process like finding a home.

Not convinced? **Artistry's** Leasing Manager, Jacob, was on his way to dinner on a Saturday evening, unable to tour a prospect in-person. Yet, Jacob sent a Realync pre-recorded video to the prospective resident, and that one video closed the deal in just 22 minutes! This is how simple and effective video can be.

Bottom line?

- *Video is the most effective form of communication.*
- *Video should not be difficult to produce.*
- *Video can and should be used to simplify the entire resident lifecycle in order to help more people find a home.*

So, let's take a look at how video can be used to market your communities more efficiently.

Lease

It's the age of alternative leasing methods and virtual leasing! With more and more targeted prospective residents being out of town and changing resident preferences, leasing teams must get creative to maintain and increase leasing numbers.

The name of the game? Being equipped to provide the opportunity for your prospects to experience your community—no matter how they're looking to engage with it.

WHY SHOULD YOU INCLUDE VIDEO IN YOUR LEASING STRATEGY?

Requiring prospective residents to only tour in-person is an inefficient use of time for leasing teams and prospects! Increasing sight-unseen tours is more important than ever before. Why?

An increasing number of prospective residents cannot tour in-person due to location, work/life schedules, external factors, or simply because they don't want to tour in person anymore. Prospects want to see their specific unit and truly experience the community, whether touring in person or not. Those personalized experiences are not showcased in 3D tours or pictures like they are in personalized video tours.



Not only that, prospects often want to view a property more than once, especially if they forgot to check out the pool or want to see a different unit.



Prospective residents often forget what they toured in-person or have roommates/family that need and ask to come back for repeat showings. That's why it's increasingly important to adopt a 100% digital and 100% physical mindset for how prospective residents want to tour. Prospects want options.

How can you leverage video to not only increase **occupancy rates**, decrease repeat showings, and close leases faster?

What

Four key videos you should create to secure the lease.

FLOOR PLAN TOURS

Seeing a 3D representation of model units is great for garnering top-of-funnel interest, but they don't show prospects the real, actual unit they are interested in. By recording videos or walking through a unit via live video, leasing teams can showcase the actual unit at any time to the prospective resident—without being in person!



VIRTUAL HARD HAT TOURS

Under construction? Hard hat tours require time, energy, waivers and can be challenging to coordinate with construction teams. Eliminate these challenges by recording videos of a hard hat tour. Walk your prospective resident through the property and answer their questions in real-time as well by watching the videos together virtually.



NEIGHBORHOOD TOURS

Prospective residents aren't just buying their particular unit — they're saying 'yes' to your whole community and neighborhood! Be sure to showcase the location (yes, even if it's not a major selling point) to instill further transparency in the virtual leasing process. Take a walk down the street from your community and highlight resident favorites or paint the picture of what's yet to come!



PERSONALIZED FOLLOW-UPS

Don't forget to follow up! Put a face and name with the follow-up by re-introducing yourself to the prospect and offering further assistance. Be sure to include information about the next steps, and answer any other questions they may have.



Of course, content needs to be accessible to your prospective residents through the right tools and mediums.



See how 76 Lincoln communities use a hybrid leasing approach to accommodate prospects' **preferences!**

Where

- **Live Tours:** Live virtual tours are becoming more and more popular due to consumer demand! Meet your prospect face-to-face via live video and walk through the community and units—in real-time. Be sure to highlight the exact units your prospect is interested in, walk through necessary amenities and features, and answer any questions along the way! And do so with a platform built for multifamily touring to ensure it is device-agnostic for your prospects, simple to join, professional, and secure. Bottom line? Showcase every component of your community on tour, just like you would in person.
- **Email & Text:** Did we mention follow-up yet? Be sure to personally follow up leveraging your prospect's email and phone number! Send videos directly to your prospects. Host a live tour? Send them the recorded link for review. Did they ask for more information about amenities? Send them a video highlighting key components to your community. Don't wait for them to ask for it; just send it.
- **QR codes:** We've been a fan of QR codes, and we continue to be. QR codes are now the norm, and leveraging QR codes to link to videos is an incredible way to personalize the leasing process. Add QR codes to your signage, promotional materials, [self-guided tours](#) and more.
- **Playlist links:** Have several videos to share with prospects? Create playlists for a prospect for easy access to a bunch of videos in one single link. They'll be impressed with your attention and care to include information on everything that interests them, and with the right video leasing platform, you'll be able to complete this task with ease!
- **Unique link tracking:** Stay top-of-mind with your prospects and respond with helpful information on time. Also, try using unique link tracking to see what videos prospects view the most. Then, you could decide when / if you should follow up with prospects.



Good to know!

Curious what virtual leasing platform to leverage or wondering if Zoom or Facetime will suffice? [Check out this article.](#)

How

Remember the two challenges and goals for leasing teams that we identified previously?

Here are two video solutions:

To Increase Sight-Unseen Leases, Host Live Video Tours *[2 in 3 people want more virtual tours.](#)*

Meet your prospective residents where they are by showing them what they want and need to see when they want and need to see it with pre-recorded and live video tours.

To Accelerate Leasing, Follow-Up Effectively with Real-Time Notifications

[Connect with prospects following in-person tours by sending personalized follow-up videos recapping what was shown and discussed.](#)

With the appropriate notifications, your team gains insight into what videos your prospects view and when they view them. Naturally follow-up with prospects when your property is top of mind. This decreases repeat showings by putting the tours right in their hands.

With Realync, close leases faster by:

- *Offering live virtual tours and pre-recorded videos.*
- *Showing prospects what they want to see when they want to see it.*
- *Providing construction updates and showcasing the space without hard hat tours or in-person appointments.*
- *Effectively following up with real time notifications.*



Even More Ideas!

- See how one [leasing professional](#) closed a deal with prospects overseas in three days.
- This is how [Artistry](#) closed a lease in 22 minutes through video.
- See how the [7SEVENTY7](#) team pre-leased 50% of their units with video.

Streamline

While video is powerful, we also understand that it can seem overwhelming to implement yet another component to your resident lifecycle strategies. The good news? Video actually can help you save time, and there are plenty of ways in which you can streamline your typical day-to-day operations alongside your marketing, leasing, and engagement efforts.

WHY SHOULD YOU LEVERAGE A VIDEO STRATEGY TO HELP STREAMLINE OPERATIONS?

Putting in the initial time upfront will pay off in the future. In the multifamily industry it's especially important to mitigate risk — both for your residents and for your company.



Forgetting to abide by Fair Housing guidelines can result in fines and damages. Virtual tools do not automatically reflect or include Fair Housing Compliance or track the applicant process, making it easy for gaps to arise or mistakes to be made.

Partnering with a property technology company that complies with Web Content Accessibility Guidelines (WCAG) helps improve web accessibility.

With more digital experiences at our fingertips comes increased exposure to the chances of an inaccessible website or video touring experience. By partnering with the right property technology companies, like Realync, who comply with WCAG, you never have to worry about inaccessible video or online experiences.



Streamlining operations requires increased productivity. And in order to do so, you have to discover what works, what doesn't, and to then adapt accordingly. But with little to no video strategy, your team has:



Little to no insight into what affects occupancy, leasing, and retention rates and an inability to prove ROI. At the corporate and property level, understanding your team's effectiveness is sometimes limited to high-level numbers or guessing when not using the proper platform, making it hard to see what truly closes leases and retains residents.

What

Four key ways to streamline operations:



BUILT-IN AUDIT TRAIL

Leveraging a proper video leasing solution enables your team to store content in the cloud and allows corporate teams to create a traceable record of all actions and activities. Your content is secure, even as employee turnover takes place.



STANDARDIZATION

Implementing a corporate-driven video strategy for your portfolio standardizes your branding and video efforts across all properties. It ensures the inclusion of key items like property and company logos and disclaimers.



METRICS

With the right video platform, your team can gain insight into what works and what doesn't. Video provides even greater analytics than text or photos, enabling your team to fully understand the resident journey, what your prospects and residents are engaging with, what they like/don't like, and more.



INTERNAL USE CASES

If video works well for prospects and current residents, video also enables your team to streamline other processes while keeping employees safe! Whether it's providing community updates, giving virtual video tours for maintenance bids, or communicating with corporate, the possibilities are endless. Through video, your team can save money, time, and be much more effective.

How

If you have the right technology alongside the right video strategy, it's easy to streamline operations and increase productivity. Video provides solutions:

In order to Mitigate Risk, Standardize Fair Housing Compliance
Automatically include Fair Housing Compliance in all communications and store all information in the cloud for a built-in audit trail.

Ensure your team is safe by always including all Equal Housing and ADA logos and disclaimers in all video experiences. Also, be sure to store all videos in the cloud to create a trackable record should audits be needed.

In order to Discover What Works...
Leverage Cloud-Based Analytics and Reporting
Easily measure video effectiveness and discover trends and key information with real-time analytics.

Use an analytic dashboard to understand what videos work best, what platform, and at what time in one view at the corporate and property level. Also, analyze resident sentiment and feedback to know what your audience prefers and how to position your community most effectively to close a deal.

With Realync, streamline operations by:

- *Decreasing risk with Fair Housing Compliance.*
- *Making digital experiences accessible to all with conformance to WCAG.*
- *Easily editing and customizing videos with standard branding.*
- *Measuring video effectiveness through in-depth reporting and analytics at the property, regional, and corporate levels.*
- *Leveraging a centralized, cloud-based video library.*

About Realync

Realync is the leading video leasing and engagement platform for multifamily communities. Realync's platform allows leasing teams to market their communities better, close leases quicker and engage with residents more. The Realync platform will pay back dividends on time savings and streamlined leasing processes, as well as, increased lead-to-lease conversion rates.

Prospects want options. There's this myth that it's one or the other, either virtual leasing or in person touring, which is simply not true. Both should work in conjunction with one another to make your leasing teams as effective and efficient as possible.

If you're offering in-person guided tours or self-guided tours, these shouldn't replace the need for virtual leasing. Teams still need to be equipped to do both given prospects' preferences.

Not already a Realync user? Request a Demo with us today!
Are you ready to get real with your prospective and current residents? With Realync, you can close more leases, market your community more effectively, engage with your residents, streamline processes and, as always, keep it real. Chat with one of our team members [today](#), or visit us at realync.com for more information.



CREATE POLISHED, PROFESSIONAL PRE-RECORDED VIDEO TOURS



CUSTOMIZE VIDEOS TO YOUR PRECISE NEEDS WITH EASE



MEASURE YOUR ENGAGEMENT WITH FULL DATA, REPORTING, AND ANALYTICS



SHARE TOURS AND HAVE FULL TRACKING TO KNOW WHEN PROSPECTS WATCH THEM



LEVERAGE YOUR LOCATION TO SHOWCASE YOUR NEIGHBORHOOD AND AMENITIES



HOST LIVE VIDEO TOURS, LIVE VIRTUAL OPEN HOUSES, AND LIVE VIDEO SESSIONS



INTEGRATE INTO YOUR EXISTING PLATFORMS AND PROCESSES TO STREAMLINE YOUR MARKETING, LEASING, AND MANAGEMENT EFFORTS

