

VIDEO FOR THE ENTIRE  
RESIDENT LIFECYCLE

# *Resident Engagement*

How Your Community  
Can Use Video to Improve  
Resident Retention



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.

# Engage

One of the easiest ways to maintain and increase your occupancy numbers? Drive resident retention! The resident lifecycle doesn't end at the signed lease. It continues on to move-in, lease renewal, and beyond. What's a great way to engage with residents and drive renewals?

You guessed it! Video.

## WHY SHOULD YOU INCLUDE VIDEO IN YOUR RESIDENT ENGAGEMENT STRATEGY?

Is resident turnover at an all-time high? Consider improving resident engagement and retention with video. Even if it's not, engaging with residents should be a top priority.



**42% of residents planning to move are leaving due to the property's lack of communication during an emergency / their experience with property communication.** By not having the proper technology and tools in place, property teams are unable to effectively communicate in real-time with their residents.

As always, lowering net operating expenses is a priority. Video helps in this area in ways that may surprise you.

**There's always more to do with maintenance requests, property updates, and keeping residents happy!** Non-emergency requests build up and create bottlenecks for maintenance teams, negatively affecting resident sentiment and community reviews.



How can your community leverage video to drive resident engagement, increase communications, and lower NOI?

## What

Four key video ideas to engage with residents:



### MAINTENANCE HOW-TO VIDEOS

Non-emergency requests (such as programming your HVAC or fixing tripped breakers) create bottlenecks and significantly influence your community's opinion with your residents. Create simple how-to videos of different non-emergency issues to empower your residents to quickly fix other problems instead of waiting on your maintenance team to fix the problem. Here are our most successful examples: "How to reset a tripped breaker" or "how to reset your thermostat", "care tips for your garbage disposal", or even "how to change a lightbulb".



### RESIDENT TESTIMONIALS

Video testimonials are powerful! Engage with your residents and record testimonials on their favorite parts of living in your community. It increases engagement with your residents while also creating valuable marketing content. It's a win-win.



### MOVE-IN VIDEOS

Personally welcome your new residents home through video! Be sure to introduce your team and showcase move-in processes and procedures. If there are important things to know, walk through them. Examples include: Where to park on move-in day, where to find moving carts, how to reserve an amenity, how to set up certain community features like valet trash, and more.



### RESIDENT COMMUNICATIONS & EVENTS

The possibilities are endless. Video increases email engagement by 300%. Make sure your residents are reviewing important information by sending videos instead of text. Some examples? Provide updates on amenity hours, give responses to current events, host virtual bingo or other games, or announce new incentives for renewals!

As always, creating great content is only helpful if it's viewed! Here are key ways to distribute this content during the resident engagement stage of the resident lifecycle.

## Where

- **Resident portals:** Be sure to include pertinent information via video in your resident portal. This is the perfect place to create a folder or resource center for your maintenance how-to's or send push notifications when you have a new video with community announcements.
- **Email/texting:** Have important and timely information to tell your residents? Send a video update via email or text. **Viewers retain 95% of a message** when they watch it in a video, compared to 10% when reading it in text. We keep shouting this statistic, but it's true!
- **QR codes:** We're a fan of QR codes! They're easy to track and way easier than posting a URL. Highlight QR codes on flyers around your community for instructions and guidelines on different amenities or appliances.

## How

Leveraging video, here are two solutions to the goals discussed at the beginning of this section:

### **To Improve Resident Engagement and Retention, Provide and Promote Community Updates**

*Video increases your email engagement by 300% and humanizes your team.*

Create efficient and personalized videos to provide timely information and resident communications, while also promoting resident events and programs.

### **To Lower Net Operating Expenses, Increase Team Efficiency and Decrease Service Requests**

*Provide how-to videos and answer FAQs to limit or eliminate non-emergency in-person maintenance requests.*

Virtual communication enables your teams to keep residents safe while decreasing the time outstanding for maintenance tickets and decreasing overall NOI. Leveraging video, empower your residents to fix non-emergency issues by walking through video FAQs and how-to's like "how to reset a tripped breaker" or "how to reset your garbage disposal".

### **With Realync, engage with residents by:**

- *Providing community updates in real time.*
- *Decreasing maintenance requests and work orders with video FAQs.*
- *Promoting community events and perks through integrated video.*
- *Easily recording resident referrals and testimonials.*



- How one **maintenance team** turned headaches into streamlined processes.
- See how **one leasing professional** listened to her prospects' concerns and screened them via Realync Live Sessions.

# 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**

