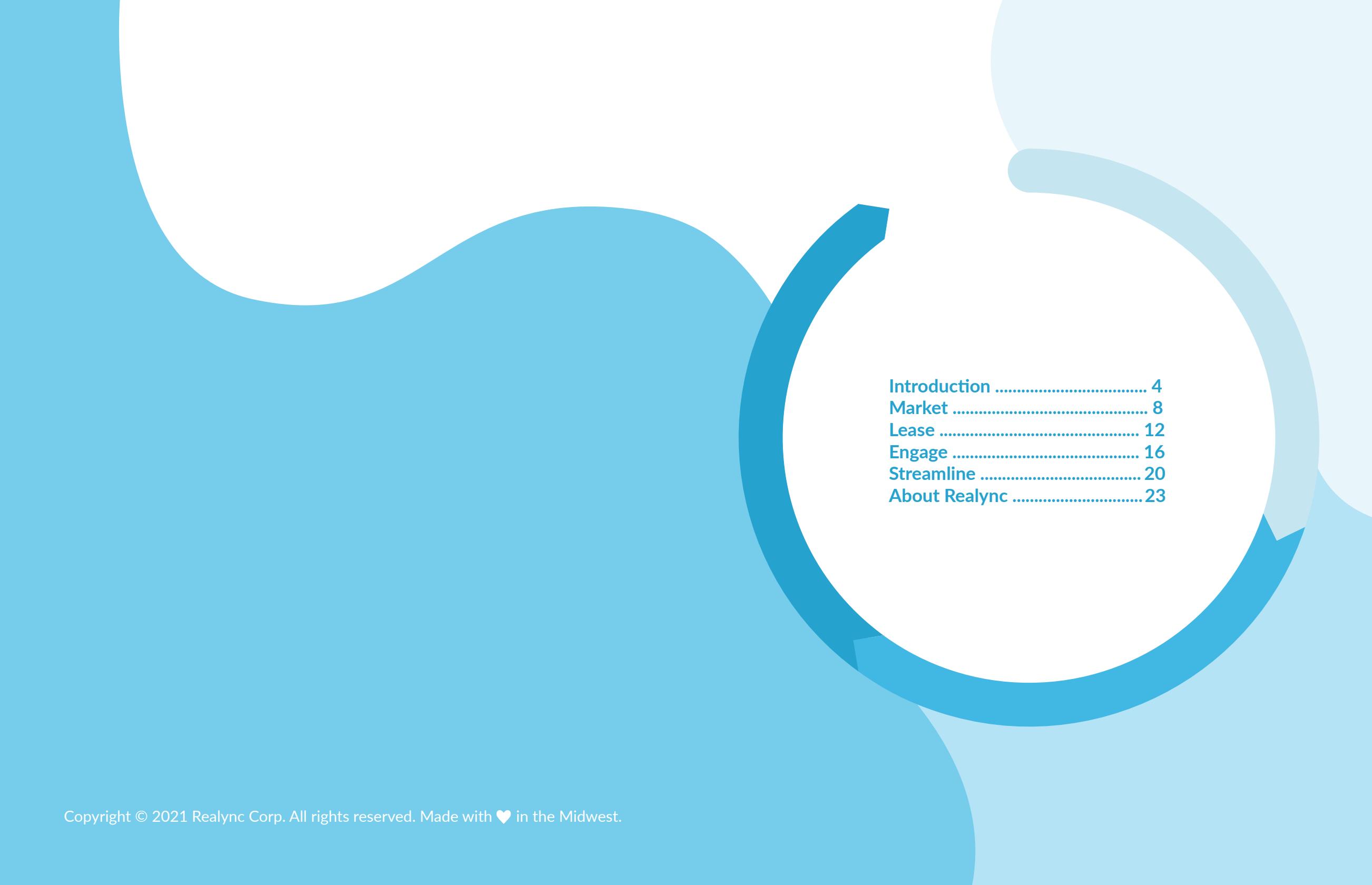


VIDEO FOR THE ENTIRE

# Resident Lifecycle





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# 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 introduction of the World Wide Web, 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.



**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**

In many ways, 2020 was a catalyst for change for the multifamily industry 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.

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 highly involved 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*

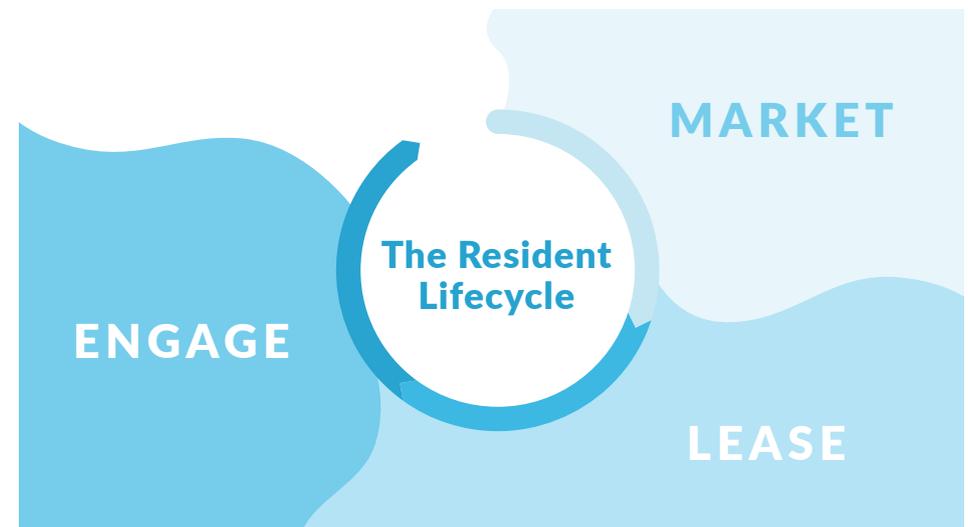
So let's take a look into each section of the resident lifecycle to understand how you can leverage the benefits of video at every stage.

## INTRO TO RESIDENT LIFECYCLE

For insight into this guide, we've divided the resident lifecycle into three main categories: **Market**, **Lease**, and **Engage**. (And don't worry, we've included a section on how to streamline these three categories as well!)

In each of these stages, it is crucial for your team to understand why video is needed, what content to provide, and where and how to meet your residents and prospective residents virtually.

Finally, we will look at how you can streamline your efforts across the entirety of the resident lifecycle to save your team time, money, and resources. By creating and implementing a video strategy through the three stages, your team will be able to market your properties more effectively, close leases faster, engage with your residents in an authentic way and streamline your overall property operations.



## Market

Gone are the days of traditional marketing. Consumers now expect to be met where they are and when they want. Through social media, Google Ads, website traffic, and more, the digital possibilities are endless. That being said, the virtual world is as busy as ever, and it's important to differentiate your community to increase qualified leads.

### WHY SHOULD YOU INCLUDE VIDEO IN YOUR MARKETING STRATEGY?

Decreasing lead-to-lease time is as important as ever, but often, this is difficult for a variety of reasons. Did you know:



**The average prospect contacts 4.7 properties before signing a lease.** At initial interest, leasing agents are expected to showcase the property at the prospect's request. By not qualifying prospects before touring, leasing agents can spend a lot of time with unqualified, top-of-the-funnel prospects.

Furthermore, gaining mindshare and building brand awareness in a virtual world is also increasingly difficult. Why? Well, this is partially due to the fact that:

**With over 48.5 million apartment units in the United States, the multifamily market is crowded and competition is on the rise, making it difficult to differentiate and gain market share.** The multifamily industry still heavily relies on traditional media for marketing (paper, events, billboards), but in a virtual world, these mediums no longer reach your target audience as desired.



We've already established that video is a very successful form of communication. How can you leverage video to **better market** your community?

## What

Four key videos that are successful in bringing in leads.



### CONSTRUCTION UPDATES

Currently under construction? Give personal video updates to showcase progress being made and to build excitement amongst your lead list and target audience.



### TEAM INTRODUCTIONS

Take the time to introduce yourself and your team on video while introducing the community. These simple personal introductions help instill trust and transparency into the leasing process.



### AMENITY OVERVIEW

Set your community apart by showcasing your amenities through video. Help your prospects visualize what the pool actually looks like on a given day or just how big the dog park is.



### VIRTUAL OPEN HOUSES

Host a virtual open house via video! Recreate the in-person open house experience by going live and introducing your team, touring the amenities, showcasing different units, and even highlighting local hotspots.



Virtual open houses are also a great opportunity to qualify prospective residents to ensure that your leasing agents are efficient with their time. Check out our "5 Steps to a Successful Virtual Open House" for more information and ideas.

Creating great content is only successful if it reaches your audience. So while the first step is to create the content, the distribution and placement of your content are just as critical.

## Where

- **Website:** Video increases website traffic and conversion no matter the industry. Embed these videos on your website to not only increase traffic, but to also increase conversions of qualified leads.
- **Social media:** Videos are shared more than **1200x** more than images and text combined on social media. If you're not sharing video content of your community accounts yet, now is the time!
- **Nurture Cadences:** Keep prospects updated about unit availability, renovations, and community incentives by including videos in your nurture campaigns. Including video in an email can increase your click-through rate by up to **300%**.
- **Live Tour Open Houses:** Leverage a virtual touring solution to host live open houses! The right solution will allow you to post open house invites to social channels for people to RSVP, then regulate and interact with attendees live.

## How

Remember the two key problems we identified previously? Here are two simple video solutions:

### To Decrease Lead-to-Lease Time, Use Video to Qualify Prospective Residents

*Qualify your prospective residents by sending pre-recorded videos or hosting a live virtual tour of your community.*

Before meeting in person, invite prospects to a live video tour or send community- and unit-specific videos. By previewing the property virtually, prospective residents narrow down their focus on what to visit in person. These experiences instill trust and transparency into the leasing process while allowing your leasing team to be safe and more efficient – meaning fewer tours and less face-to-face time required!

### To Build Brand Awareness, Use Video to Improve Digital Conversion Rates

*Over 97% of Gen Z's use social media, and videos are shared on social media 1200% more than images and text combined.*

Showcase your property on social media, and share videos of your community where your prospective residents are — online. Publish and promote videos to gain traction, and track engagement with your target audience to prove ROI.

### With Realync, market more effectively by:

- *Increasing social media presence and engagement.*
- *Increasing average time on your property website.*
- *Taking your open houses virtual.*
- *Better qualifying prospective residents.*
- *Building top of funnel awareness.*



- Check out [CityWay](#) as they required a virtual tour before an in-person tour to better qualify leads.
- See how a virtual open house resulted in [nine signed leases](#).
- Watch how one [maintenance team](#) turned headaches into streamlined processes.

# 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.



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.*



- 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.

# 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".

### 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"!



### 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.



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.

**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**

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".



- 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 up front 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.

**CREATE POLISHED, PROFESSIONAL PRE-RECORDED VIDEO TOURS**

**CUSTOMIZE VIDEOS TO YOUR PRECISE NEEDS WITH EASE**

**MEASURE YOUR ENGAGEMENT WITH FULL DATA, REPORTING, AND ANALYTICS**

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

**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**

### 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](https://realync.com) for more information.

## THE RESIDENT LIFECYCLE

Equip your teams to deliver the appropriate message, information, and tone to prospective and current residents. After all, we built Realync for the entire resident lifecycle.

Take a look at how our clients leverage Realync:

# ACTIONABLE PLAN FOR The Resident Lifecycle

## MARKET



Community  
Overviews



Virtual Open  
Houses



Amenity  
Overviews



Construction  
Updates

## ENGAGE



Move-In  
Videos



Resident  
Testimonials



Maintenance  
How-To  
Videos



Resident  
Communication  
& Events

## LEASE



Personalized  
Follow-Ups



Neighborhood  
Tours



Virtual Hard-  
Hat Tours



Floor Plan  
Tours