



# VIRTUAL LEASING GUIDE

LEASE YOUR APARTMENTS VIRTUALLY BY USING THESE SIMPLE STEPS!

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# WHAT IS VIRTUAL LEASING?

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Virtual leasing transforms the entire leasing process to be fully online. This means that prospects can find all of the information that they need, in order to feel confident enough to sign a lease, without seeing the property in person. This method is essential for properties as it provides greater opportunities for more leases.





# VIRTUAL LEASING OVERVIEW

## STEP 1: ADD A VIRTUAL LEASING PAGE

Start by adding a virtual leasing page to your website that walks prospects through finding their new apartment. Market Apartments offers a virtual leasing page that includes the necessary instructions that prospects need in order to complete everything online. This page demonstrates that the entire process can be accomplished without any in-person contact. Adding this page to your site will allow your property to directly showcase the virtual leasing experience.

## STEP 2: ADD/UPGRADE YOUR 3D FLOOR PLANS

Now more than ever, prospects will be focusing on your property's floor plans. 3D floor plans go the extra mile to provide an actual representation of the unit. This gives prospects the power to visualize their new space, and envision themselves in it. 3D floor plans are more realistic, inviting, and powerful in the virtual leasing process. This step is absolutely crucial as it will determine the prospect's interest in your property.

## STEP 3: ADD/UPGRADE YOUR VIRTUAL TOURS

With in-person property tours being temporarily unavailable, a virtual tour is the ONLY way to fully showcase your property. Adding or upgrading your current virtual tours is more important than ever. This will give prospects the opportunity to be fully immersed in their future home. They can view the apartment's room by room, as well as the amenities, and other features. Through virtual tours, you can give prospects the confidence that they need to sign a lease.

## STEP 4: START APTSCCHAT

Lastly, implement AptsChat to virtually connect with your residents. Apts Chat is a simple text communication method that is quick, and simple. Within a matter of seconds, you can send information, and updates to all your residents at once. Through resident texting, you can avoid going door to door or relying on in-person contact. Apts Chat truly brings tenant interaction to your fingertips and is absolutely necessary while everyone is in quarantine.

# HOW TO VIRTUALLY LEASE YOUR APARTMENTS

With sudden economic changes, and a need to save, property managers, and owners are looking to transform into a full virtual leasing model. With this will come changes in the way that you utilize your apartment marketing budget. An apartment marketing budget can be spent on a variety of services, and strategies. The steps below will walk you through the necessary additions you can implement to perfect your property's virtual leasing! You can maximize your budget, while creating a bulletproof virtual leasing plan.



# HOW TO VIRTUALLY LEASE YOUR APARTMENTS

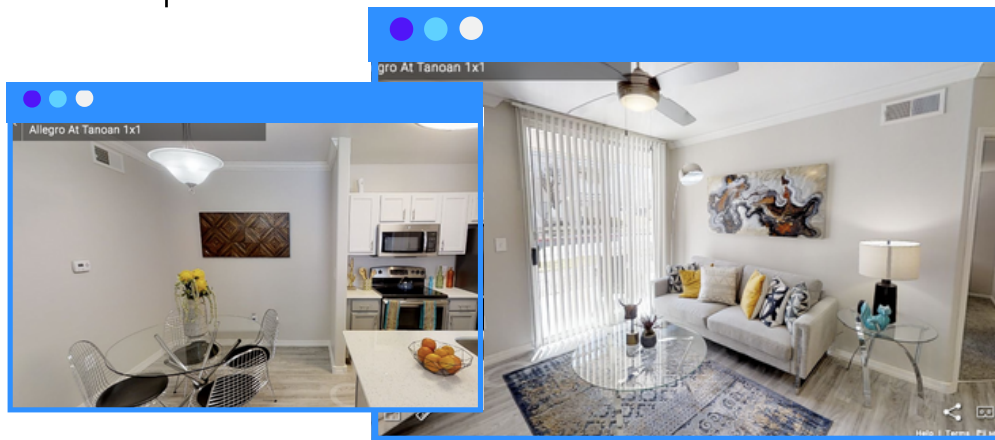


## PART 1: USE PHOTOS & VIDEOS



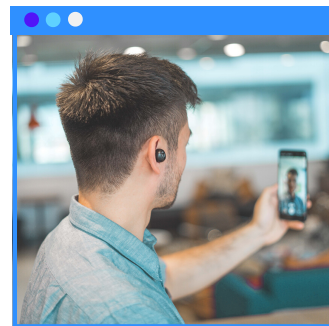
# 1. OFFER 3D VIRTUAL TOURS ON YOUR WEBSITE.

We live in a world where consumers can have everything they need at the click of a button, including 3D virtual tours of their future apartments! Apartment 3D Virtual tours are a must have for every apartment website, especially for virtual leasing. More than 50% of apartment seekers take between 14 to 90 days to find the apartment they're looking for. Apartment renters do not select housing on a whim. They research and plan via the internet before they take a tour of their potential home. Apartment 3D virtual tours are a way to boost your leads by providing prospects a way to see your apartment units beforehand. Prospects can view the apartment room by room and inspect everything without feeling any outside rush or pressure.



# 2. VIDEO CHAT PROSPECTS USING ANY OF THE FOLLOWING PLATFORMS:

- **GOOGLE DUO**
- **FACEBOOK MESSENGER**
- **INSTAGRAM DIRECT MESSAGE**
- **MARCO POLO**
- **FACETIME WITH IPHONE USERS**



When in-person tours are unavailable, video chatting is the next best thing. Utilizing a variety of video chatting platforms will allow you to be able to connect with new prospects. You can take them on a personalized tour of your property. This becomes especially convenient for prospects who live out of state, and want to have a closer look. It's essential to focus on having a video tour of any kind available for your property because it allows you to expand your audience. It makes your property more available, and reliable on a variety of different venues.

### 3. INVEST IN AN APARTMENT VIDEO

Videos leave a lasting impression on viewers for several reasons, there's more to see and hear than a picture with words. When you watch a video, you can imagine yourself there and understand the message more clearly, making it more likely to be remembered. Go beyond virtual tours and show your prospects what they can expect living in your apartment community. Implement a video that shows your prospects everything they need to know about your apartment community. An informative video about your amenities, floor plans, and pricing would eliminate at least 2 steps in the apartment renting process. Give your prospects the tools they need to make renting your apartment a quick and easy virtual decision.

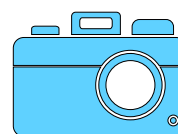


[WATCH OUR PROPERTY VIDEOS HERE!](#)



### 4. HAVE GOOD QUALITY PHOTOS ON YOUR WEBSITE

Pictures really are worth a thousand words. Google Analytics shows your apartment photo gallery is one of the first pages prospective residents click on the most. Professional photos are a must have for any property. We live in the world of Instagram and Pinterest where whoever has the best photos wins the most likes or in this case - leads. The photo gallery is one of the most visited pages on an apartment site. On every other page there should be a photo of the apartment, so the pictures need to leave a good impression. Professional photography is an absolute must in order to master virtual leasing.



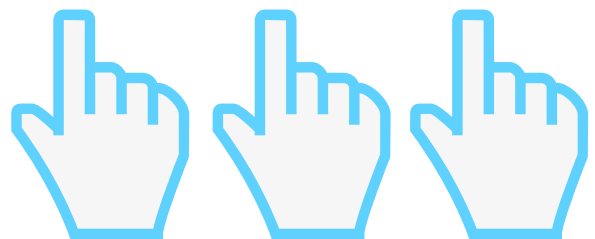
[CHECK OUT OUR PHOTOGRAPHY](#)



# HOW TO VIRTUALLY LEASE YOUR APARTMENTS



## PART 2: VIRTUAL COMMUNICATION



# 1. APTS CHAT

Transferring to full virtual leasing requires a change in communication. Since residents are no longer able to come into your office, regular virtual communication is a must. AptsChat is a simple communication method that has never been more relevant. It is a quick, and easy way to connect with all of your residents within a matter of seconds. Through resident texting, you can avoid going door to door or relying on other complicated methods of communication. Apts Chat truly brings tenant interaction to your fingertips by allowing you to send texts directly to all of your residents.

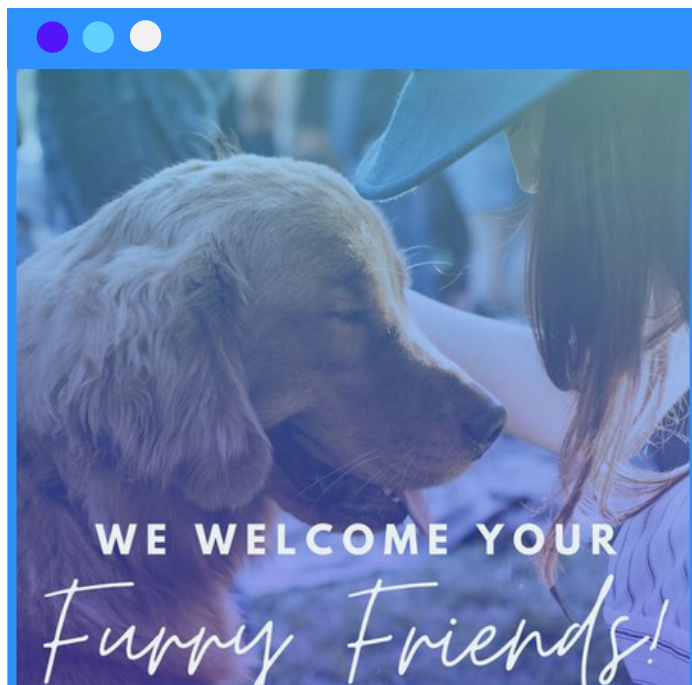


So why texting? Not only is Apts Chat an affordable method, but it is also extremely convenient. Texting has been proven to bring surprisingly positive effects to trusting relationships, and overall business satisfaction. This helps you to save time and to communicate in the most effective way. In the coming weeks, you can use Apts Chat particularly to show your residents that you care. You could also use it to inform them of changes in rent deferment programs or amenity closures. With a variety of information being spread, this allows you to get your message across clearly, and directly. You simply select your contact list, create a message, and send it! It is fully customizable for exactly what you need to accomplish. Now is definitely the time to invest in Apts Chat, so that you, and your residents can stay on the same page.

## 2. SOCIAL MEDIA

Social media is an incredible way to maximize your apartment marketing budget, as the cost is inexpensive, and typically free. During this time of no contact, social media is the perfect method to use for many reasons. Regular posting, as well as social media ads, can lead to an increased online presence, and brand awareness. You can share relevant content, help prospects navigate to your website, involve your residents, and give everyone a fully immersive experience. It is a convenient, and simple way to help everyone within your community to stay informed. Since prospects can't come to your property right now, this is a great way for them to see what your apartments are all about.

With more, and more people spending time on their phones, social media has received more attention than ever before. Developing a social media plan is crucial right now. You can invest in social media ads, which is an extremely effective way to get in front of your target audience. This will allow you to gain leads, and leases during this challenging time. You can also post vacant units, and showcase your amenities. Facebook and Instagram also provide you with a great opportunity to host a live stream. Consider going live, and putting together a virtual resident event, or do a walk-through tour. for prospects. Regardless of what you use it for, social media will help you to increase your website traffic, connect with current residents, and attract prospects.



[FREE SOCIAL MEDIA GRAPHICS](#)

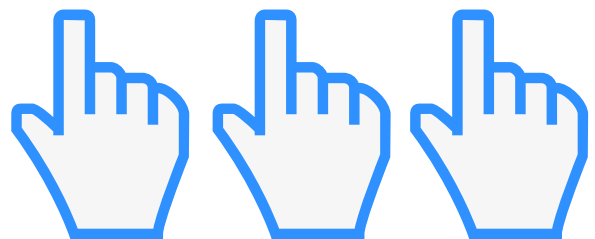


[FREE SOCIAL MEDIA CONTENT CALENDAR](#)

# HOW TO VIRTUALLY LEASE YOUR APARTMENTS



## PART 3: WEBSITE TRAFFIC



# 1. PAY-PER-CLICK (PPC)

During this sudden economic hardship, many properties may think that it is best to remove or slow down their PPC (Google Ads) campaigns. However, this is not the ideal method to approach this with. Slowing down, or removing a PPC campaign will only result in a major loss of traffic that has previously been developing. This will be a complete loss of growth and will lead to less website traffic. It is more effective to maintain consistent PPC during this time, as the search engines are changing rapidly to keep up with the large influx of news.



There is going to be a large increase in search terms as more people are at home and spending time on their phones. Not to mention, if your competitors are slowing down their campaigns, you will have a higher opportunity to perform better. The influx of people pausing their campaigns will also make the supply price points lower. Advertising during a slow-down will give you stability and will allow you to not lose your share of voice. It is not the time to disappear. Rather, it is important to continually stay visible to your future residents

## 2. SEARCH ENGINE OPTIMIZATION (SEO)

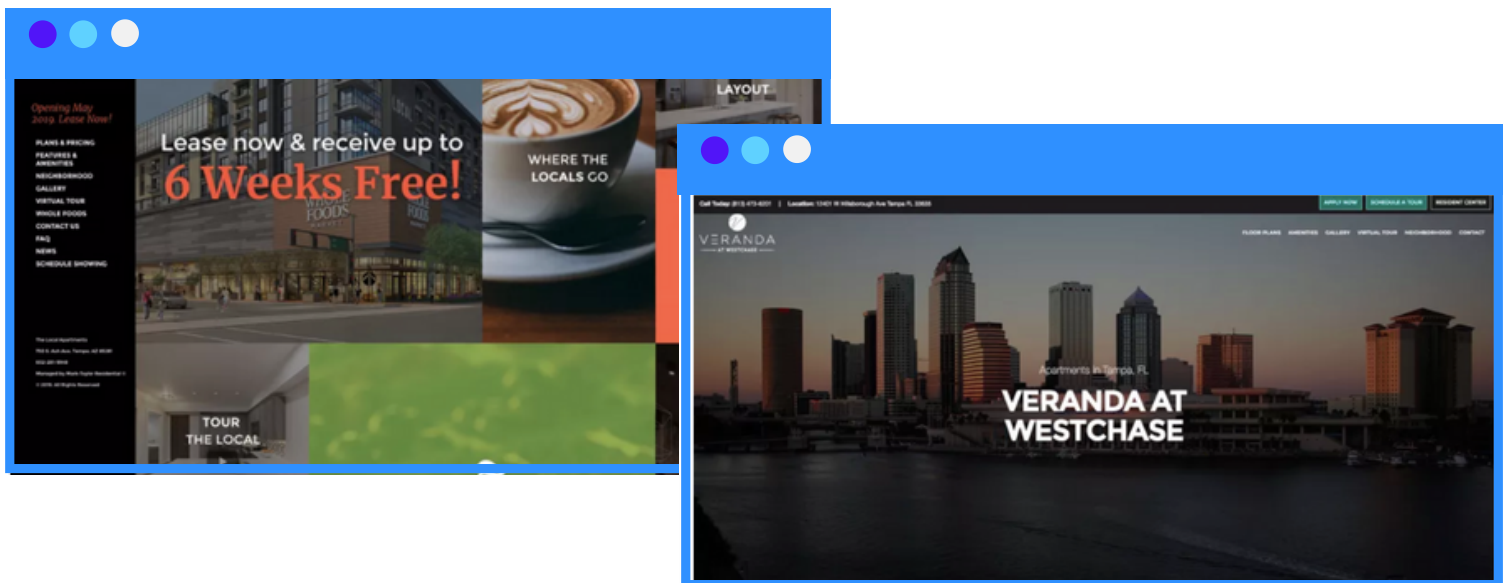
There has never been a better time to optimize your website for search engines. As mentioned above, many people will be removing their online methods, and this availability will give your website the perfect opportunity to be more visible. SEO consists of a variety of elements that can influence the traffic that your website receives. Local SEO is defined by your local listings. There is also on-page SEO such as your page titles, alt-tags, website content, and more. During this time of rapid change, maximizing traffic to your website is crucial. It is one of the most effective, and affordable ways to increase your leads, and leases. Rather than spending your entire budget on large ILS pages, you can maximize your money, by focusing on SEO.



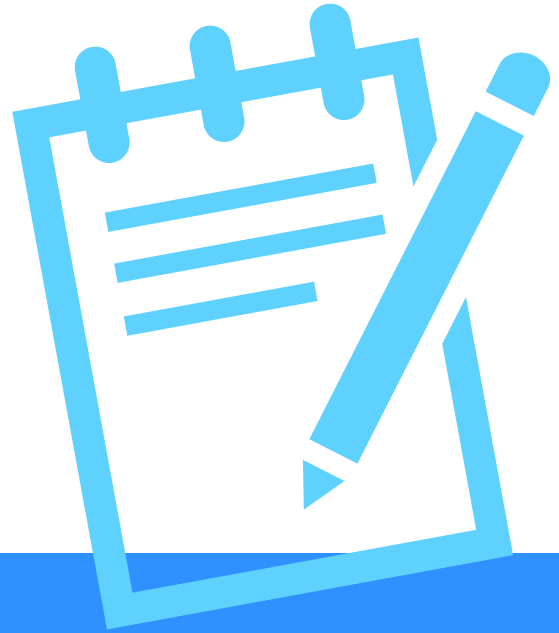
If you're unsure of where to begin in the SEO process, you can start by re-evaluating your budget plan going forward. In order to decrease the risk of exposure, you can take your efforts beyond ILS pages. From here, you can develop a heightened focus on updating your local listings. It's important to pay an increased amount of attention towards your local listings right now, as many changes have occurred. Google My Business, Yelp, and Bing have all altered the way that their local listings function for the time being. From here, you can increase your focus, and awareness of your website content. The page titles, images, and paragraphs on your website can be optimized to include local keywords which will help Google to recognize your site. This is the perfect time to implement a bulletproof SEO strategy so that you do not lose your online presence.

# 3. WEBSITE DEVELOPMENT

Earlier in this guide, we discussed the importance of transitioning from using your whole budget towards ILS pages to putting it directly towards your website. Right now, being conscientious about your apartment marketing budget is more than crucial. As the world sits in major economic distress, it's truly important to put your money towards the digital strategies that matter the most. Focusing on your website at this time will allow for your traffic to grow beyond a short time frame. Not to mention, with a budget focused on your website development, you will be able to divide your money into different elements that all work together to bring you higher-quality leads.



So what does it look like when you're focusing on website development? At Market Apartments, we call it Smart Marketing. By switching to focusing on your website, you experience more traffic, and therefore more growth. This looks like implementing strategies such as SEO, schema mark-up, automated email marketing, reputation management, local listings, and more. This process allows you to stop giving away thousands of dollars to a large ILS page where you will only stand next to all of your competitors. Focusing on your website maximizes your budget, and is the most affordable, and effective option.



# HOW TO KEEP YOUR PROPERTY MANAGEMENT TEAM ORGANIZED AND MOTIVATED

2020 has brought an arrangement of new challenges for property management teams across the world. Residents have faced new rent challenges, and in return that has led to a large amount of stress for property managers. It can be extremely difficult to stay motivated, and work as a team in such difficult circumstances. The following tips, and information will help your team stay united amidst new transformations.





## 1. SEND REGULAR ENCOURAGEMENT

Every member of your property management team is struggling in some way right now. Whether that be from adapting to the virtual leasing model, or their own personal challenges, everyone is in need of extra encouragement. However, being the “caretaker” of others can also be exhausting, so what is the best way to remind your team that you appreciate them? Plan it out. Write down specific ways that you will send regular encouragement to your team. You could send a weekly text, mention it in your weekly meeting, or provide a monthly gift. Whatever it is, giving this added encouragement during this time will motivate your team to be better.



## 2. GET ORGANIZED

Property management teams need to have a clear organized system to function at their maximum possibility. Simple organization hacks can help you, and your team to feel much better about all of the tasks on hand. Consider having a team calendar available that allows everyone to see the schedule of the coming weeks. The more organized that you feel, the better that you will be able to focus on creating new ideas.



## 3. FIND WAYS TO DISCONNECT AFTER WORK

Many property managers admit that they have an extremely difficult time leaving their work at work. It can be difficult to disconnect from a profession that requires your attention in many different ways. Each individual has to discover ways that they will be able to separate work from their free times. If you’re feeling continually emotionally drained from the hours you’re working, you’re going to lose your motivation to continue to work harder in the future. Start setting rules, and boundaries for yourself so that you do not take your work home with you. You can set specific guidelines for when you will be fully available, and when you will be “off-the-clock”. Also establish hobbies, methods, and ways that will allow you to release built-up tension. Encourage every member of your team to explore a level of self-care that will help them to become a better worker.



## 4. INSPIRE REGULAR TEAM INTERACTION

Your team needs each other to get through difficult circumstances. Every single person on your team can contribute something great, and you can support each other. Allow everyone from your team to contribute in their own special ways, and give them the opportunity to use their voice. Host virtual team meetings, or find other simple ways to connect! Strive to embrace each team member’s unique perspective, and learn from the variety of skills, and talents your team possesses.



# 25

## VIRTUAL RESIDENT EVENT IDEAS FOR MULTIFAMILY COMMUNITIES

With the current economic struggles and more, residents need an increased amount of information and connection. It is the perfect time to provide features, and services for your residents that are still accessible despite social distancing. Not to mention, everyone can use extra activities, entertainment, and support right now. The following list will give you 25 virtual resident events that will help you stay connected to your community. Reminder, even if your residents do not participate, it will mean a lot to them that their property strives to increase their satisfaction. Ease your resident's boredom, and remind them of your care, and concern all at the same time!



## 1. VIRTUAL TALENT SHOW

Kick-off your virtual resident events with a talent show. Invite residents to send in a video of them performing one of their favorite talents. You can then compile the videos, and send it out to all of your residents! By doing this, you can help people step outside their comfort zones while also performing what they love. This could additionally be a great way to promote local businesses as some of your residents may have hobbies such as writing, drawing, hairstyling, etc. It will be a great way to bring your entire multifamily community together. Encourage your property management team to participate, and show off their talents!



## 2. PATIO DECORATING CONTEST

Most modern apartments have a patio/balcony that can work as the perfect set-up for one of your virtual resident events. Invite residents to decorate their patios with their favorite themed decorations. Your theme could be Spring, Sports, Easter, etc. Encourage residents to get creative and develop their own decorations to set their patio apart from all of the rest. You could also send out tutorials on how to create your own decorations! Advise them on any rules your property has, and then take pictures of the finished products! Post the decorated patios on your social media accounts, and have your community vote who the winner is.



## 3. FACEBOOK LIVE BOOK CLUB

With a lot of extra time on their hands, many residents will be zooming through a variety of books! Create a book club that can meet via Facebook Live each week, or through any other social site. Choose a book, and send the links to your residents of where they can order it online. Host regular virtual meetings that will dive into the book, and connect neighbors! Consider choosing a free audiobook to help residents save money during these difficult economic times. If you don't want to host a book club, you can send the link of free books to residents as something fun for them to do on their own!



## 4. NETFLIX PARTY NIGHT

Tell your resident's to join in on a unique virtual resident event that will enhance their Netflix watching experience. Netflix Party is a new feature that is designed to connect long-distance friends, family, and neighbors with their favorite movie. It is very easy to use and can be the perfect virtual event because it requires minimal effort! The Netflix Party extension is free and just has to be installed in order to work. Simply select a movie, then send out the instructions on how to download Netflix Party, and then you're ready to go! Residents can enjoy a movie night where they can even comment on the movie back, and forth to each other. Start your community TV watch party today!



## 5. VIRTUAL WORKOUTS

Many people are feeling down, as their normal workout, and health routine has been disrupted. Not to mention, staying inside for a prolonged period of time can be extremely hard on your mental health. For one of your virtual resident events, you could host a virtual workout! You can stream a version of your own workout on a video conference app like Zoom. You may also consider sending out a list of possible virtual workouts to your residents. Utilize your social media accounts to connect with residents on a daily basis with health and safety resources.



## 6. ONLINE BINGO

One popular idea you can use for an ongoing virtual resident event is online bingo. First send your residents a bingo card that they can download, and use. Next, set up a designated time each week for your bingo rounds. Consider using social media methods Facebook Live, and Instagram Live to instantly stream to all of your residents. You could also host a prolonged bingo game where you will periodically announce the numbers. Lastly, you will want to attach an incentive for the bingo winner such as a gift card. There are so many virtual bingo resources online, so get creative, and give your residents something to take their mind off of things!

[FREE BINGO TEMPLATES](#)



## 7. INDOOR SCAVENGER HUNT



A fun, and unique virtual resident event is an indoor scavenger hunt. Send out a list to your residents of household items that will most likely have. You could also include a few rare items to spice up the game. Give your residents a certain amount of time to find everything on the list within their apartment. Once they find each item, they will then take a picture, and send it to be reviewed! Whoever has all of the items, receives a prize at the end of the scavenger hunt. This is a great game for a variety of people and can be a fun way to host an activity that feels like a regular resident event.

## 8. SOCIAL MEDIA GIVEAWAYS



Social media may just be one of the best ways to connect with your residents during this time. Hosting a giveaway can also help your property attract traffic from a variety of sources. Most social media giveaways often feature-specific guidelines on how to enter. For example, you may host a giveaway where a resident can be entered by tagging a friend in the comments, or by commenting with a reason they love living at your property. Regardless of what you choose, it's crucial to have clear instructions. Once the dates of your giveaway are over, you can select the resident with the most entries, or in the case of a tie, choose one at random. Lastly, give a prize to the winner!

## 9. VIRTUAL CONTESTS



A lot of the classic contest games make for the perfect virtual resident events. Using emailing, resident texting, or social media, you can involve your current residents in a variety of contests. You can stick with basic ideas such as guessing the amount of a specific item in a jar, or new unique games. Whoever wins the contest will get a prize. While this type of resident event may feel too simple, it can be a short, and easy way to get everyone involved. With the incentive of a prize, many will participate who regularly wouldn't. Plus, these are quick games that do not require a lot of time, or effort.

## 10. VIRTUAL COOKBOOK

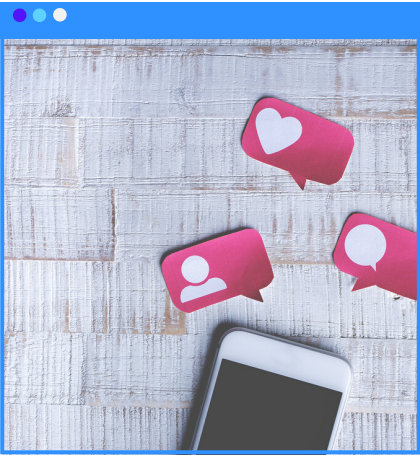


With a large increase in time spent at home, many residents will be cooking more than they ever have before! Now is the perfect time to create a virtual cookbook with recipes from your entire community! Encourage residents to send in their favorite recipes, and compile a virtual cookbook for everyone. You can even take it a step further, and invite residents to post their recipes to social media, and tag your property. In all of your resident retention efforts, you want to consider how you can maximize the number of people involved. You simply cannot go wrong by giving people delicious food ideas to cook, and bake at this time!



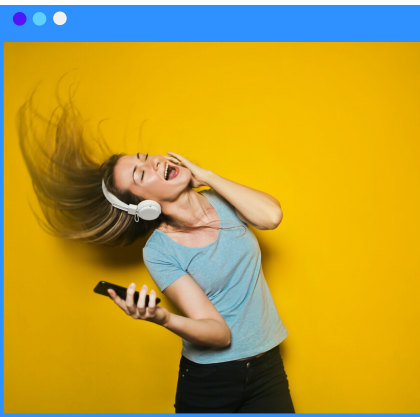
## 11. SOCIAL MEDIA SCAVENGER HUNT

To promote your social media even further, you can host a social media scavenger hunt as one of your virtual resident events. Send detailed instructions to your residents on the tasks required to complete the scavenger hunt. This could include following your property on all social media venues, sharing your property on their social media stories, or leaving a review on your website. The resident who has completed all of the assigned tasks the fastest will win a prize! Since more people will be on their mobile devices during this time, it is essential to connect with them in that way. A social media scavenger hunt can entertain your residents, and benefit your online presence.



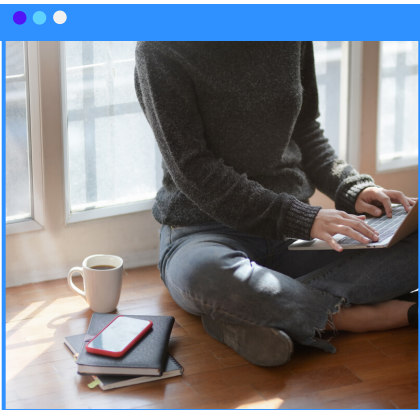
## 12. LIP SYNC BATTLE

Invite your residents to step outside their comfort zone, and join in on a lip sync battle! You can send out a list of approved songs, and set up a time, and virtual space for the event to happen. You could also have your residents submit their lip sync videos, and then later compile them to send out. Regardless, this can be a fantastic way to get your residents involved during this time! Encourage residents to dress up, and be creative. You may also offer a prize for the determined winner of the lip sync battle.



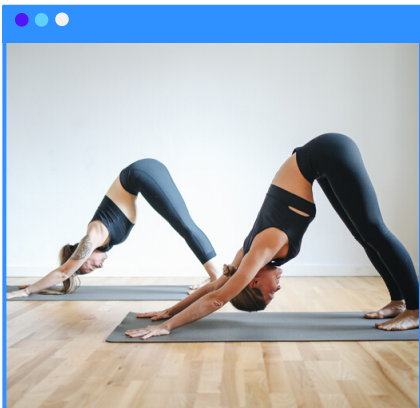
## 13. VIRTUAL DISCUSSION BOARD

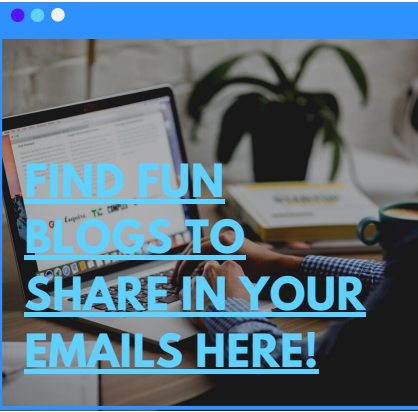
Aside from fun resident events, it's important to keep your residents informed, and educated on what is happening within your community. On your social media accounts, you can host an online discussion about the changes going on within your community. This will save you the time of answering all of the resident's questions individually. It will also encourage your residents to interact with each other. Obviously, you will want to monitor any discussion to make sure that the interactions are safe and professional. You could also form online discussions about random fun topics that are less about COVID-19, and more about unique subjects!



## 14. VIRTUAL YOGA

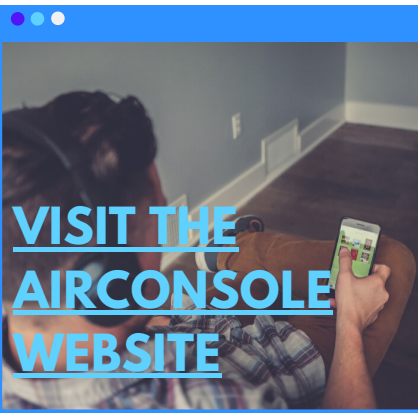
Yoga may just be one of the greatest virtual resident events right now, as many people are craving a way to stay calm. The internet is flooded with a plethora of [yoga classes](#) for a variety of levels. You may form a list of online yoga classes that you can send out to your residents. You could also host a live yoga class on your social media, or encourage your community to join a live class elsewhere. Help residents feel comfortable by informing them of what they can use for a yoga mat if they do not have one. To make things exciting, host yoga on the patios! Invite residents to set up their yoga spaces outside, and dive into a class with the fresh air beside you.





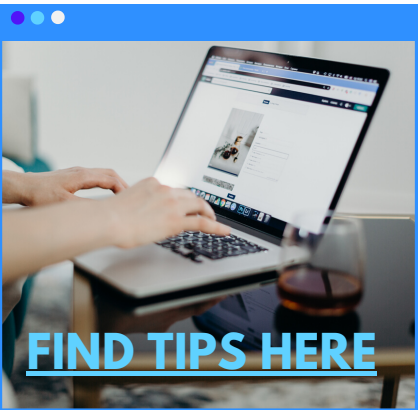
## 15. WEEKLY EMAIL NEWSLETTERS

During this time, many residents just want to know that your property management team is there for them. With ongoing economic, social, and health changes it is so easy to feel discouraged during this time. With the news constantly spewing out information, it's hard to know what is really going on. Set up a weekly email newsletter that can be a completely virtual way to let your resident know what is going on. Stop going door to door with flyers, and send all of the information straight to their inbox. You could also include dates and details for future virtual resident events. Your residents are looking for this type of communication, and consistency during this time.



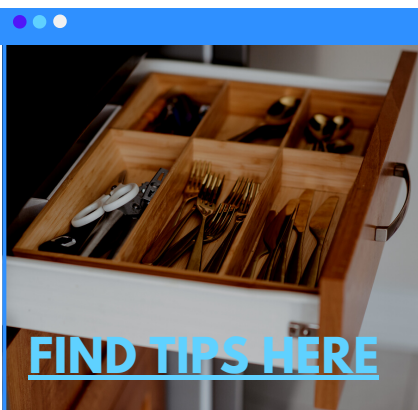
## 16. AIRCONSOLE MULTIPLAYER GAMES

Your virtual resident events do not have to be complex! Currently, many people are just looking for other people to connect with during this lonely time. Set up a multiplayer video game that anyone in your community can join. AirConsole is an online gaming method that allows multiple people to play the same game, at the same time. You essentially connect your phone as the gamepad, and you're set! Choose a time and a game where residents from around your community can come together. There is a game on this website for everyone to enjoy!



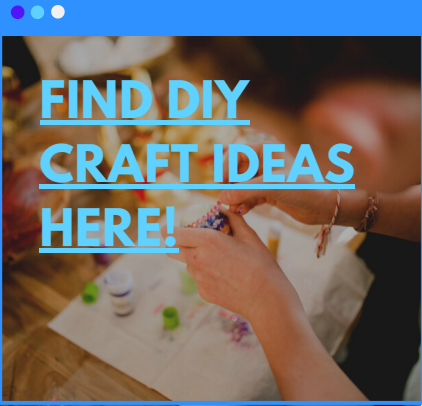
## 17. WORK FROM HOME TIPS

Since many of your residents are currently working from home, help them to feel more settled in their new environments. Send them these simple tips on working from home, along with any other resources that you see fit. The most important aspect of any of these virtual resident events is to let your residents know that you are here for them and thinking of them. It will also be beneficial to post more regularly on your social media at this time since more of your residents will be on their phones while working from home.



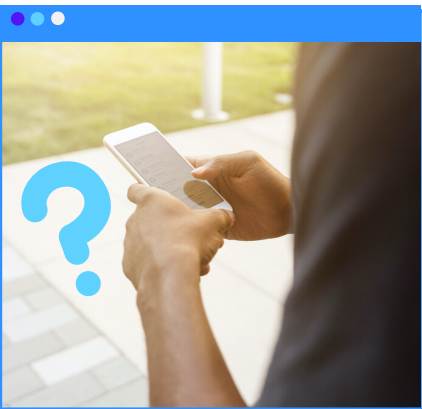
## 18. HOME ORGANIZATION TIPS

Assist your residents in some spring cleaning! Compile a list of home organization tips, and hacks, and send it to your residents during this time. Organizing your space at home can make you feel better amidst all of the chaos going on. There are so many wonderful hacks out there that can make being at home a much more pleasant experience! Encourage other residents to share their cleaning, and organization hacks, and share them with your community.



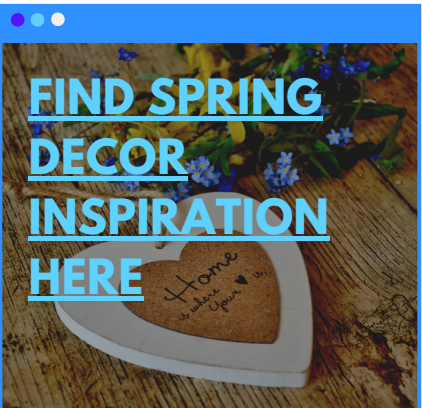
## 19. DIY CRAFT PROJECTS

Working on a simple creative project can be the ideal way to take your mind off of the stress that you're feeling! Provide your residents with DIY projects that they can complete while spending time at home. Pinterest is filled with millions of simple crafts that are easy to share. You could host a craft night on Instagram, and Facebook Live. From here, you can have residents submit the crafts that they have made, and share them on social media. This is a great virtual way to connect with your multifamily residents during a time that you will be unable to see them in person!



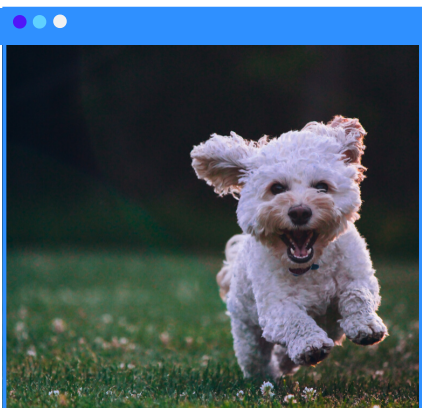
## 20. ONLINE TRIVIA

An ongoing virtual resident event that you can host during this time is online trivia! It is something that you could continue on a daily or weekly basis. Using a resident messaging app, social media, or email, you could send your residents trivia questions. Form your own rules, and develop a plan for the winner of the trivia questions. Try to get creative, and help your residents to stay involved in something ongoing during this unpredictable time!



## 21. SPRING DECORATING CONTEST

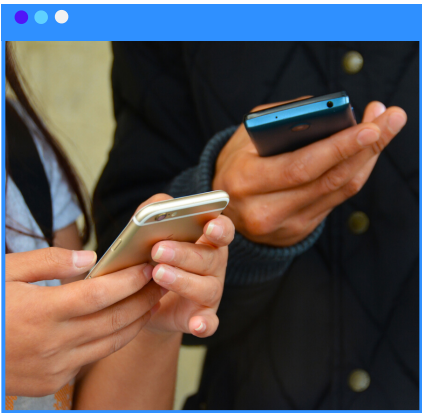
As a follow-up for many of the virtual resident events, you could host a spring decorating contest. With Easter around the corner and the season's changing, it's the perfect time to encourage your residents to change up their spaces. Ask your residents to tag you in photos of the way that they're decorating, and then share these photos to your own property social media pages. Provide residents with resources that can show them a variety of free crafts to complete, and use for decorations!



## 22. PET HIGHLIGHTS

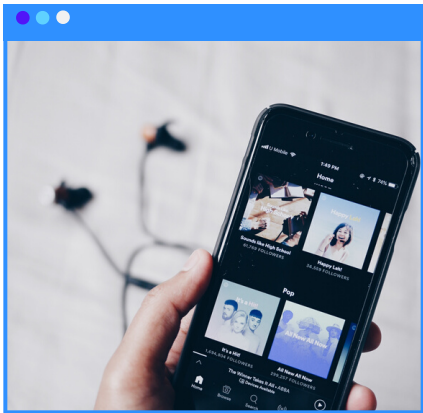
Despite everything going on, your resident's pets are still making them as happy as ever! Their furry friends deserve all of the love, and recognition in the world right now. Encourage residents to share adorable, or funny pictures of their pets, and share them with your entire community! Take note of how your resident's pets are helping them get through these chaotic times. Highlight the pets in your community, because they're really what makes your property feel like home!





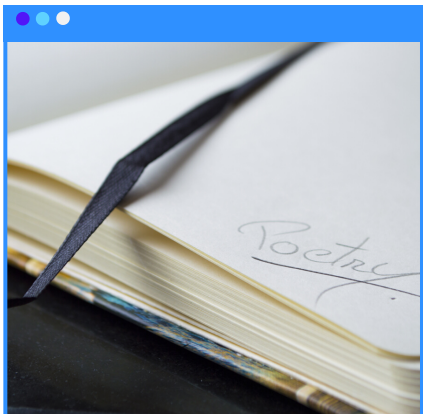
## 23. APTSCHAT

The need for ongoing resident communication during this time is absolutely essential. [AptsChat](#) is a simple, and bulletproof way to connect with your residents on a daily basis. It truly brings resident interaction to your fingertips. This text messaging tool will allow you to reach out to your residents all at once. It is convenient for pressing matters, but also for all of your virtual resident events in the coming weeks. It is a fast, and incredible way to get your messages to your community! (AptsChat is available directly through Market Apartments).



## 24. COLLABORATIVE PLAYLISTS

Spotify has an awesome feature that allows you to create collaborative playlists that you can share with anyone! Start a playlist for your property, and send out the link to all of your residents. Encourage them to add their favorite songs, and provide everyone with some extra tunes while social distancing. You can then share your playlist on social media! This is truly an amazing way to get your residents involved. Everyone loves listening to music!



## 25. COMMUNITY POETRY

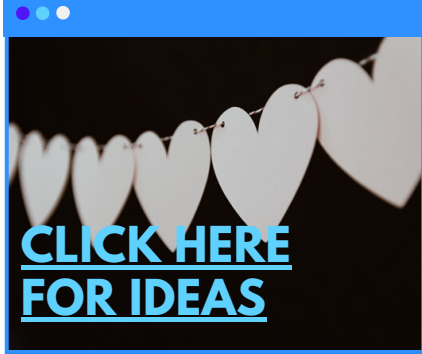
Writing can be intimidating for a lot of people, however, it is such a great way to express yourself, especially during difficult times. Through a variety of ways, you can host a collaborative poetry project! Invite residents to write one line, and send it in. From here, you can compile the lines of poetry together to create one collaborative poem. It will be a beautiful way to get glimpses into what each resident is experiencing at this time. Once it is all put together, you can send it out, as well as post it! This will bring your community together in a special, and artistic way.



# RESIDENT OUTREACH

Along with hosting virtual resident events, you can implement simple resident outreach to keep your community satisfied, and unified. Resident retention is important simply because happy residents want to keep living at your property. The more reasons that you can give them to stay, the better. Each effort plays into the bigger goal of lessening resident turnovers. The longer that you can keep your residents engaged, the more money your property will save in the long run. Lease renewal is a simpler process and has many benefits. It is most likely that the greater the retention rate, the greater the overall property value.

# RESIDENT OUTREACH



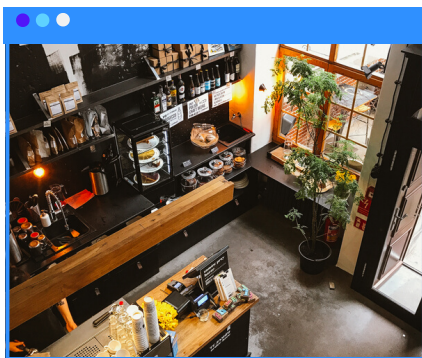
## DECORATE YOUR OFFICE WINDOWS

Many properties around the country are decorating their office windows with colorful hearts to send a message of love, and support. Let your residents know that you're thinking of them. Make your property unique by giving your own creative additions to your leasing office! Everything that you're doing now is to make sure that your community is safe and well-taken-care-of!



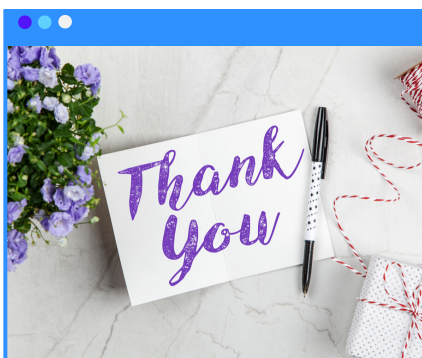
## GIVE A RESIDENT GIFT

Your residents could all use a little pick-me up! Giving a simple resident gift is the perfect way to connect with your residents, and to demonstrate your gratitude for their role in your community. You could wrap up & deliver a roll of toilet paper during this COVID-19 crisis, or you could drop-off a small gift card to a local business. Now more than ever, these small acts of kindness go a long way in keeping your residents happy, and satisfied.



## COME TOGETHER TO SUPPORT LOCAL BUSINESSES

Many of your resident's are a part of local businesses that need your community's support. Together, your property can select a few local businesses, and encourage residents to support their services. Whether it be a restaurant, or a small store, you can invite your residents to shop there during these challenging times!



## CELEBRATE YOUR COMMUNITIES ESSENTIAL WORKERS

Within your community, you most likely have many people who are working in essential jobs during this time. Think of ways that you can celebrate your properties' essential workers, and let them know that you appreciate their hard work on the front lines of the COVID-19 crisis. Show your residents that you care about your community, and neighborhood!

# VIRTUAL LEASING FAQ

***Q: How should move-ins be handled virtually?***

A: In virtual leasing, everything from the initial application to the move-in process is handled virtually. All documents are sent electronically, and the move-in costs are handled via online payments. From here, you can inform your resident of all of the information through virtual communication.

***Q: What is the best way to virtually connect with all of your residents?***

A: The best way to connect with your residents is to implement a method such as Apts Chat, which will allow you to connect with all of your residents instantly. Apts Chat is a mass-messaging system that allows you to send customized messages to all of your residents. There are so many benefits to using this way of connection: It is fast, easy, and doesn't require you to go door-to-door!

***Q: Should I upgrade my property's photography, and virtual tours?***

A: To instill that your prospects have the best virtual leasing experience, you will want to make sure that your property's photographs, and virtual tours accurately reflect your community. Professional photography can greatly influence the look, and feel with your website, but is most important to demonstrate your interiors, and exteriors. 3D Virtual Tours give prospects an immersive experience that is not available any other way.

***Q: How often should I be posting on our property social media accounts?***

A: Posting on social media can often seem daunting, and tedious, however there are simple guidelines that you can follow to make it easier. It is best to stick to a consistent schedule. For more information, review this blog post on how to use social media! <https://www.marketapts.com/blog/how-to-use-social-media-in-your-apartment-digital-marketing/>

***Q: What virtual resident events are completely free?***

A: There are so many virtual residents that your property can host for no cost at all! Set up a Netflix party, share a collective playlist, email games, host an online gathering or book club, and many more. Virtual resident events are incredible, because they're most likely no cost at all!

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