

# Realync Response to COVID-19 (“Coronavirus”)

With health officials and US leaders now mandating that everyone participate in “social distancing,” the leasing pinch is very real in terms of decreased foot traffic, decreased leads, cancelled tours, and more.

So how can multifamily professionals respond and stay ahead of the storm that is Coronavirus?

Pulling from insight collected from over 100K apartment units, here are some quick tips on how to tackle or lean into some of the top questions that the Realync team has been receiving:

## **QUESTION 1**

*“How can my team proactively take precautions to keep ourselves, our prospects, and our residents safe and healthy, while also keeping our tour volume and leasing activity high?”*

## **QUESTION 2**

*“How can I equip my team to efficiently and effectively work from home or from a leasing office closed to visitors?”*

## **QUESTION 3**

*“How can I most effectively communicate with residents amidst the outbreak?”*

## **QUESTION 4**

*“How can I continue to provide maintenance support from afar?”*

These are uncertain times. Seek some certainty for your teams from the answers below.

## QUESTION 1

*“How can my team proactively take precautions to keep ourselves, our prospects, and our residents safe and healthy, while also keeping our tour volume and leasing activity high?”*

## ANSWER 1

*Take the tours to them!*

With social distancing taking place, video is primely positioned to help you and your teams continue servicing leads, providing tours of your community, answering questions, and more to keep your leasing activity rolling.

So how exactly do you keep tour traffic high with video?



### Live Video Tours

FaceTime, Google Hangouts, WhatsApp, Realync. Whatever the platform, live video tours are the single most effective way to continue connecting with your prospective residents to tour your community, answer their questions, and build a relationship.

Check out our [Live Video Tour Checklist](#) where we dive into the do's and don'ts of live video tours for apartment communities along with some top tips that you'll want to keep in mind when hosting a live tour.



### Pre-Recorded Videos

What do your prospective residents want to see? Record it and show it! Whether that's having videos of all floor plans, your amenities, the surrounding area, etc., it's no longer hard to make that happen. All you need is an iPhone, iPad, or iTouch and you can make video work for you to continue showcasing your community to residents from afar.

Besides a live video tour, the most powerful experience that your team can provide a prospective resident via video is a personalized tour. Something as simple as adding a voiceover to an already published video that calls the prospect out by name and explains why a unit would be perfect for their needs will go a very long way. It shows effort, intent, and understanding.

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Looking for a quality example of what can be shot using just an iPhone and the proper apartment video tool? [Check out this tour shot on Realync!](#) Most of all, don't limit yourself and don't be afraid. Video is everywhere and consumers are used to experiencing video in all aspects of their lives.

## QUESTION 2

*“How can I equip my team to efficiently and effectively work from home or from a leasing office closed to visitors?”*

## ANSWER 2

*Go cloud-based!*

Having videos of every single amenity, floor plan, and even every single unit is an incredible asset for any multifamily community. If those videos are not cloud-based and accessible by the entire team, then they are not doing your team much benefit. The benefits of building out a shared, cloud-based library of video content for your leasing, management, and maintenance team are extensive:



### *Accessible from anywhere at any time.*

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Leasing from a remote location?  
No problem.



### *Easy sharing.*

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Sharing a cloud-based video means sharing a link versus a massive video file that won't send.



### *Turnover proof.*

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Never lose videos that were stored on someone's phone should they leave the community.



### *Rich data & analytics.*

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With the [right video platform](#), you can get more than just views and know exactly who is watching your videos, when, how many times, and more.

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While it's never going to be as effective leasing from anywhere except your onsite leasing office, ensuring that your team is equipped with the tools necessary for continuing to showcase your property is of the utmost importance.

The video sessions functionality on Realync allows leasing teams to connect with a prospect just as if they were onsite and 'walk the building' together by utilizing that cloud-based library of videos. [Learn how here.](#)



### QUESTION 3

*“How can I most effectively communicate with residents amidst the outbreak?”*

### ANSWER 3

*Humanize your communications!*

When it comes to serious communications, like the ones necessary right now, make the switch to sending those via video. Consider recording a quick video that outlines what you request your residents do to stay healthy and safe, or a video outlining the closure of certain amenities or the cancellation of a resident event.

Once you have those videos created (and hosted on the cloud), it's on your team to effectively post and share those. Do you have a community Facebook page or resident app? Post links to the videos there. Sending an email communication to all residents? Hyperlink an image or text prompting residents to click on the video. You can even create QR codes that link to your videos to post on flyers to spread throughout the community.

Why use video for resident communications?



#### Videos get clicks.

Just make sure it's easy and convenient for your residents to get to those videos.

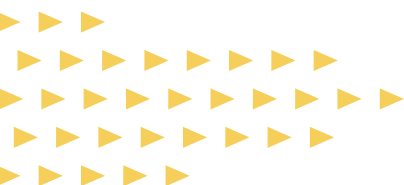


#### Video humanizes the message.

It's frightening, uncertain times right now for a lot of people. By sending your message via video, it humanizes the message, adds sympathy and empathy, and allows your residents to connect with your team via that video.

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[Here's a quick example](#) showing just how easy it is to record your resident communication via video.





## QUESTION 4

*“How can I continue to provide maintenance support from afar?”*

## ANSWER 4

*Empower your residents!*

One of the easiest ways to streamline maintenance for your teams and reduce the exposure risks, record responses to maintenance tickets via video! Depending on what the ticket is, there are a number of issues that can easily be resolved with a proper how-to or instructional video sent to the resident.

### Consider

- 1 How to turn on a tripped breaker
- 2 How to reset the garbage disposal
- 3 How to program or reset your thermostat

And more! [Check out these quality examples](#) of maintenance videos that have been sent to residents

These are uncharted times that we are in right now. It’s understandably daunting and scary for onsite teams. It’s also a great time that we live in as technology is everywhere and makes working remote and connecting with prospects and residents seamless and simple.

If you’re looking for additional resources on how to do any of the above or get started with video leasing, we’ve pulled together an even larger [resource packet that you can access here](#).

You may also consider [downloading our multifamily video starter pack!](#) Or message us at [sales@realync.com](mailto:sales@realync.com) if you have any questions about getting started with video. We are here to help and want to see our industry continue to thrive amidst the Coronavirus outbreak.

## ABOUT REALYNC

REALYNC.COM

*Realync is multifamily’s only Fair Housing compliant video leasing and engagement solution that enables do-it-yourself video and live video tours of properties. With Realync, you can truly engage with each prospective resident to show them exactly what they need to see, when they need to see it.*

*Make your real estate real time and get touring today! To request a personalized demo or your own enterprise account, email [sales@realync.com](mailto:sales@realync.com).*

