

# The Future of Leasing

ADAPTED FROM APPFOLIO WEBINAR 4/29

## How COVID-19 Has Changed Leasing

- Different touring options for prospects
  - Pre-Recorded Virtual Tours
  - Live Virtual Tours with a Leasing Professional
  - Self-Guided Tours
- Online searches for "Outside Areas" have increased
- Missed call percentage is up 75%
- Resident Events, if happening, are happening outside
- Things to know:
  - Investing in Virtual Staging for units pays off
  - Putting attendance caps on events has increased attendance
  - Include personalization and team members in virtual tours to prevent technology fatigue\*

\*"Technology, and more specifically its ability to keep us constantly 'on' and connected, is making us tired"  
-International Workplace Group

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## How Can Your Company Make Your Life Easier?

- Add a call center for after-hours and overflow
- Chatbots to help filter prospect questions and leads
- Light kits for virtual apartment touring

## Virtual Showings

- Good Practices:
  - Personalize tours to the specific prospect ie. "What's most important to you in your new home," and starting the tour in that room
  - Begin with the end in mind ie "Today I'll be showing you X apartment and at the end, I'll explain how to apply today!"
  - Should be under two minutes but preferably 1-1.5 minutes total
  - Take your shoes off so the sound of your steps don't pick up in the video
  - The star of the video is the unit, not the team members so definitely include them but focus on the apartment

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## Virtual Showings

- Things to know:
  - Sell items that have become higher in priority since COVID ie. Balcony, Patio, Pantry Space, Package Receiving, Appliances Included, Wall Mounting the TV, Cell Phone Service, etc.
  - Tour videos that have words need to include captions for Fair Housing
  - Don't wear masks in the video
  - Fair Housing posters should be present in all models/touring apartments and in virtual your videos
  - For the upcoming leasing season, companies are giving less concessions because of high demand

## How to Make Virtual Connections

- Personalize virtual tours to what is most important to the prospect
- Ask the prospect leading questions to guide you through the tour ie. "Have you been working from home since COVID; Let me show you a great spot for your home office."

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## How to Make Virtual Connections

- Make the prospect feel secure in their decision to live at your community
- We can't rely on technology to lease apartments for us
- Since COVID there's an increase in amenity importance

## Adopting Leasing Technology

- How can new technology not feel like another "To-Do" item?
  - The executive staff needs buy-in support from the site teams
- How can the executive staff ensure long-term usage of new technology?
  - Consistency; Don't always jump around to new, shiny solutions
  - Compare with current operations and see if it's truly worth making the change
  - Make sure the technology works at every level with each team member that has to use it



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## 2021 and Beyond

- What leasing changes are here to stay?
  - New hires must be affluent in technology and comfortable on camera. They need to be flexible with the ability to change tasks as needed
- AI changes are increasing, but are there to help not replace
- Expect rapid change

**Please reach out to the marketing department with any questions you might have!**

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