



Zoom in Multifamily

ADAPTED FROM KAREN GLADNEY OF MULTIFAMILY EXECUTIVE

With the onset of the global, COVID-19 Pandemic, technology has more of an impact than ever in the multifamily industry. Building meaningful connections with prospects and residents is one of the foundations of apartment management and can be very hard to maintain without meeting in person. According to RealPage, Inc., **“Virtual tours with live agents represent 39% of all tours (in properties that offer it),”** and is becoming the preferred method of touring. Through Zoom (or a similar platform), leasing teams will easily provide a unique touring experience with prospects and gain the ability to host virtual resident events!

Free Platforms:

Although there are several platforms available for live virtual tours, it is best to choose the most accessible app for an easy user experience. Zoom should be the primary source offered, although it's important to know alternative options in the event a prospect or resident doesn't have access. It is the leasing agent's responsibility to adapt to the prospect or resident's preferences.

Zoom

*RingCentral

Facetime (iPhones)

Duo (Android)

Facebook Messenger

Skype

*RingCentral is the primary video conversation platform for First Pacific Group and is in the process of being integrated into the property websites

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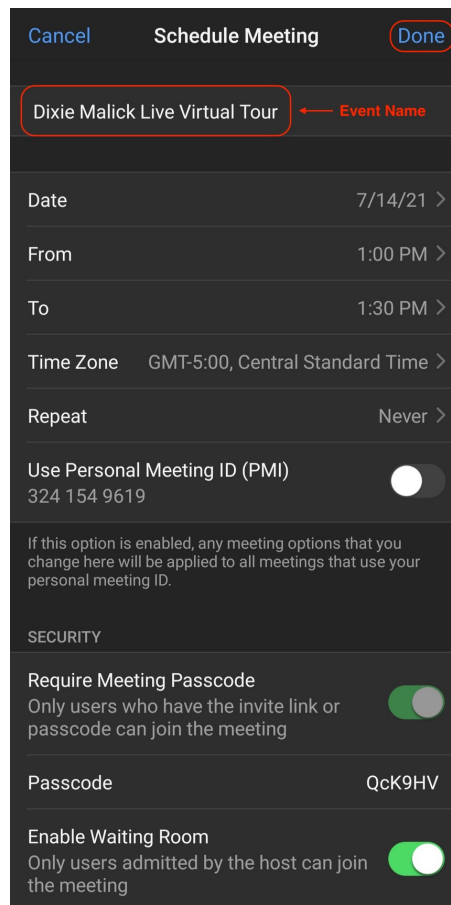
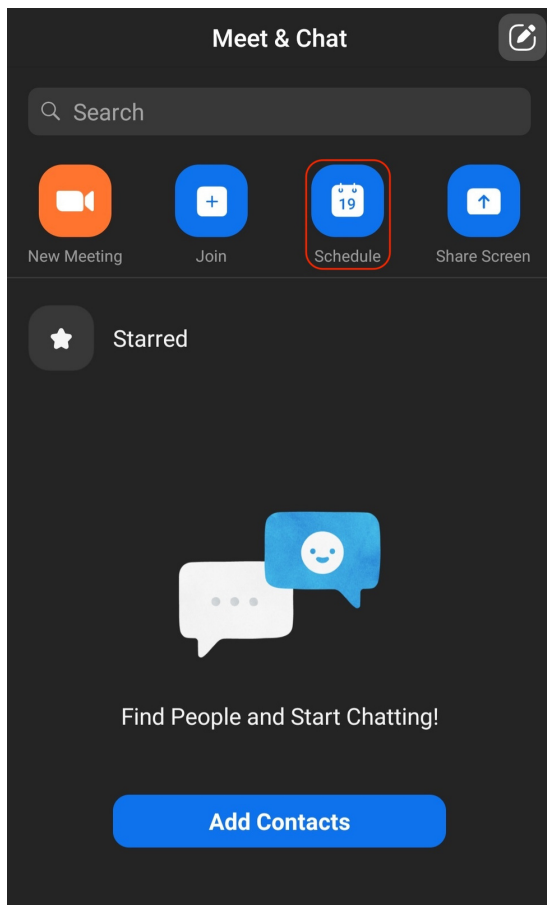
How It Works

(For these purposes, we'll focus on Zoom but all platforms should act similarly):

A prospect wants to schedule a live virtual tour of your apartment community! They can either A) Schedule a live virtual tour via the property website, B) Over the phone with an agent, or C) Via email or text. Once the tour is scheduled, it is the leasing agent's responsibility to send a formal invite to the meeting within the Zoom Mobile App. The following photos will help walk you through the process:

1) Open the Zoom App on your mobile device

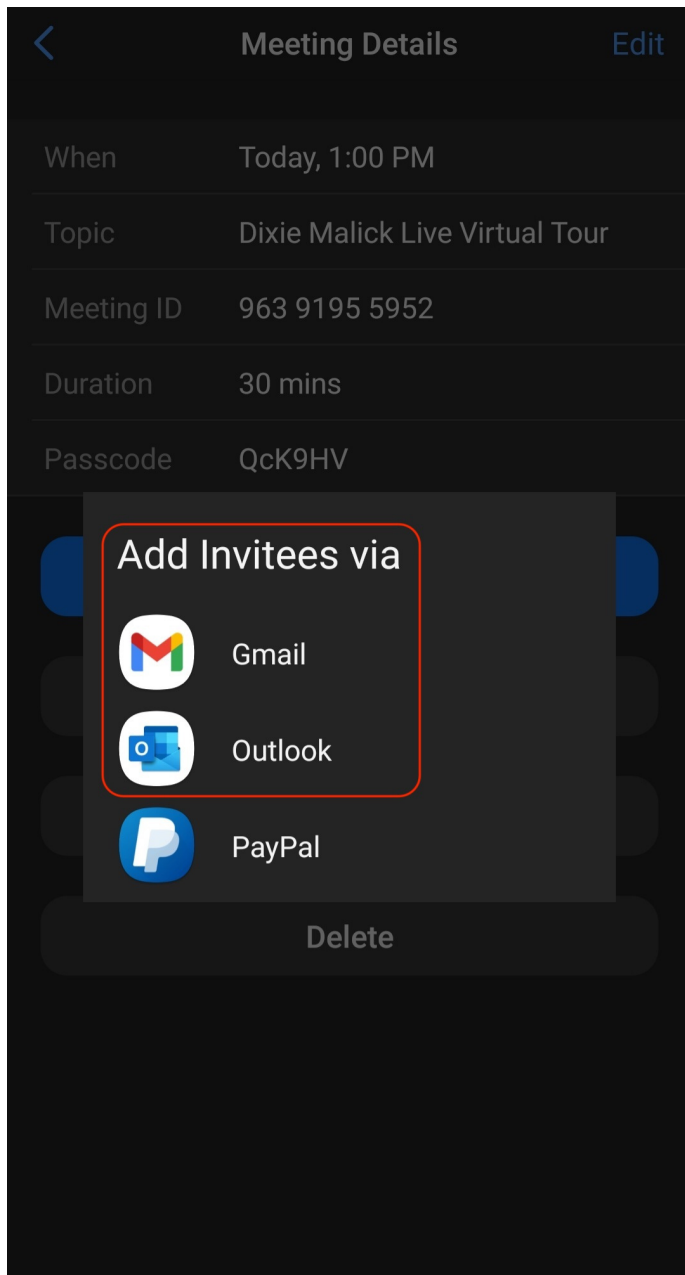
2) Click "Schedule," and fill out all meeting information



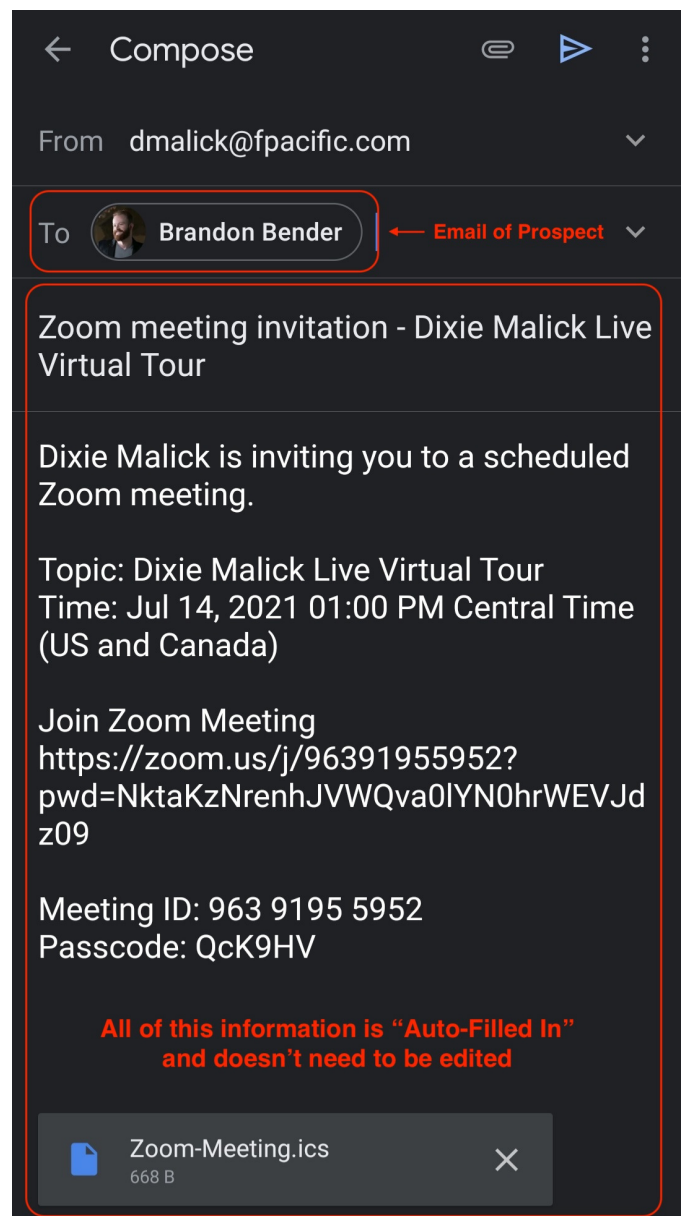
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3) Once finished, you will "Add Invitees via," your preferred email platform



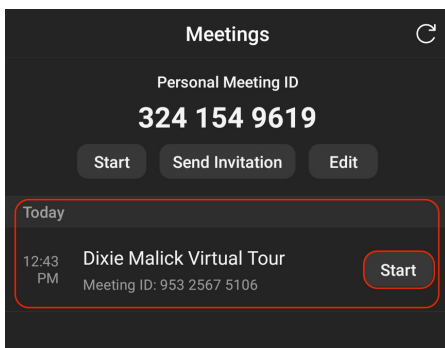
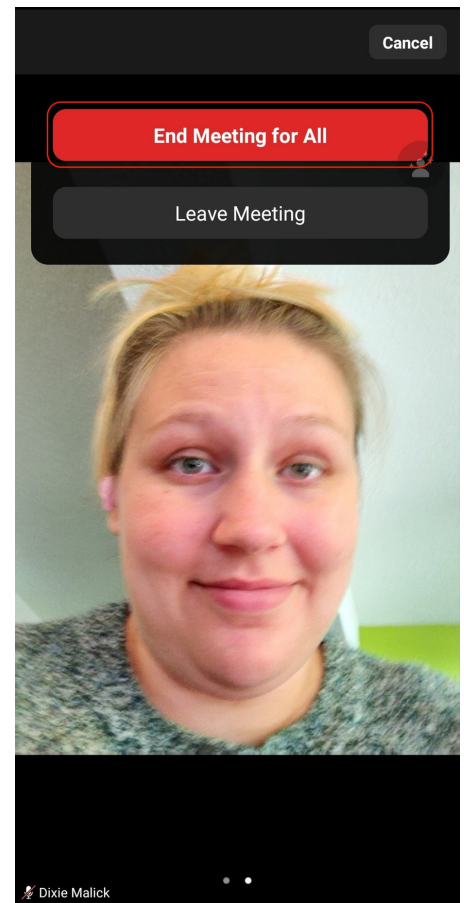
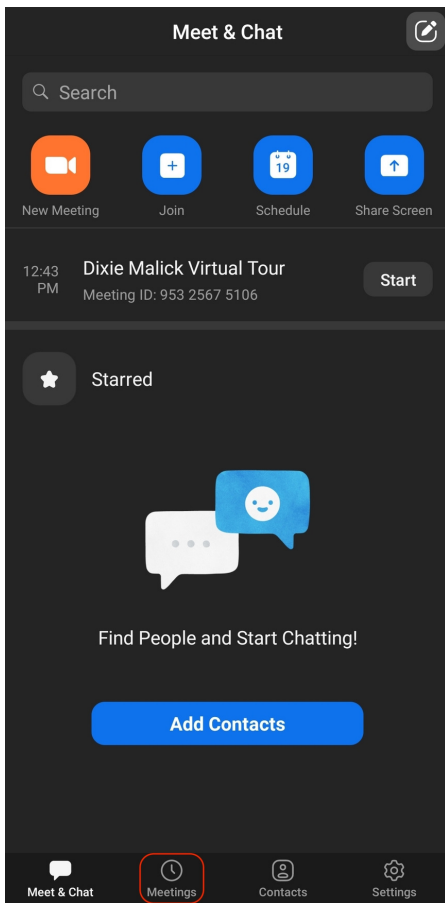
4) Type the prospect's email into the "To" field; the body of the email will autofill, and you won't have to make any edits



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5) Five minutes before the tour start time, open the Zoom app on your mobile phone. Once open, click the “Scheduled Meetings,” tab in the bottom menu bar. Find the name of the tour and open it; The prospect will join shortly by following the instructions in the automated email sent at the time the tour was scheduled.



6) If the prospect doesn't enter the tour within ten minutes of the start time, close the Zoom Meeting and send a follow-up email to reschedule the tour for a future time/date.

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