

A short horizontal bar with a green segment on the left and a blue segment on the right.

eLeasing: Succeeding in a World of Virtual Leasing

Our Panel



Ryan Sundling

Senior Marketing
Group Leader,
Cardinal Group



Kasee Godwin

Marketing Director -
SE, **Alliance**
Residential Company



Alec Slocum

CEO/Founder,
ABODO

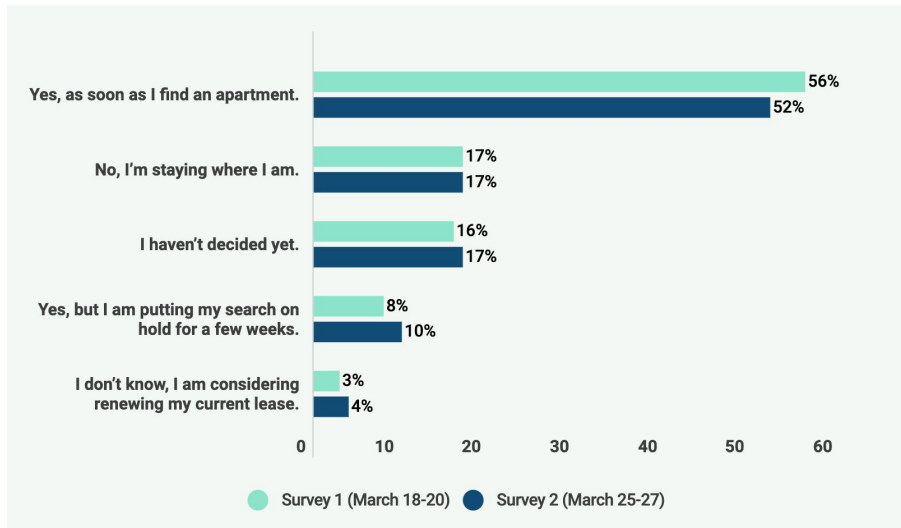


Hannah Kimyon

National Accounts
Manager, **ABODO**

Only 17% of Renters Cancelled Their Plans to Move Because of the COVID-19 Pandemic

1. Do you still plan to move given the COVID-19 Pandemic?



Data: Survey 1 - RENTCafe survey of ~ 6,000 renters. The survey ran on rentcafe.com from March 18 to March 20.
Survey 2 - RENTCafe survey of ~ 7,000 renters. The survey ran on rentcafe.com from March 25 to March 27.
Percentages may not add to 100% due to rounding.



But, COVID-19 Has Changed All Three Phases of the Renter Leasing Process



Search

Filter & browse 30-50 potential properties.

Sift

Favorite and inquire about 5-10 qualified properties.

Sign

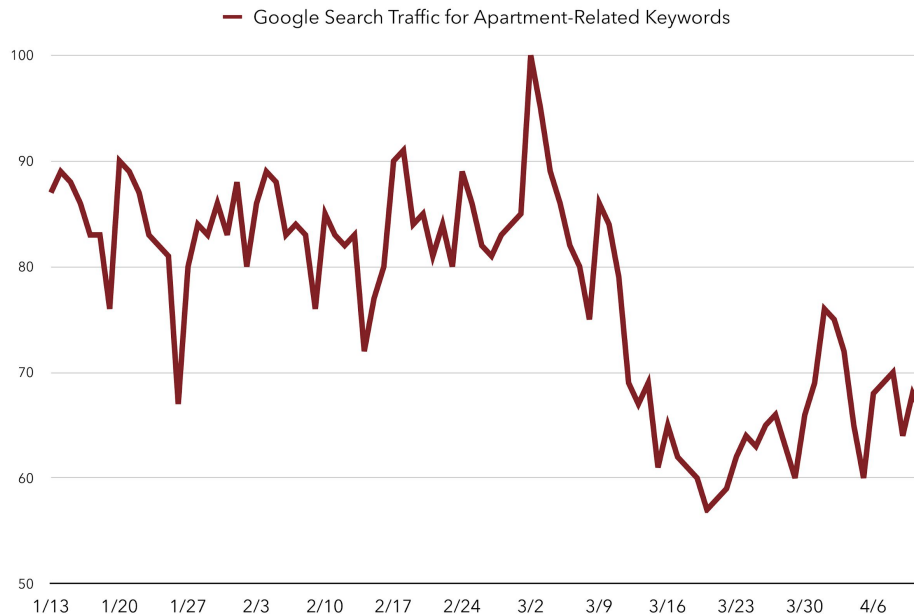
Tour 3-5 properties and choose one to lease.



Search Trends

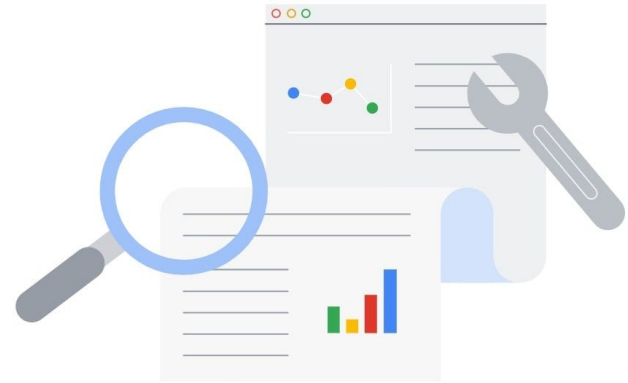
Google Search is Down 40-50%

Since the beginning of March, Google Searches for apartment-related keywords are the lowest they've been since the week of Thanksgiving 2018.



Channels Most Impacted by Google

- 01** | Property/Management Company Website
- 02** | Adwords
- 03** | Traditional ILS's
- 04** | 'Google My Business' Profile
- 05** | Online Directories /Reviews Sites

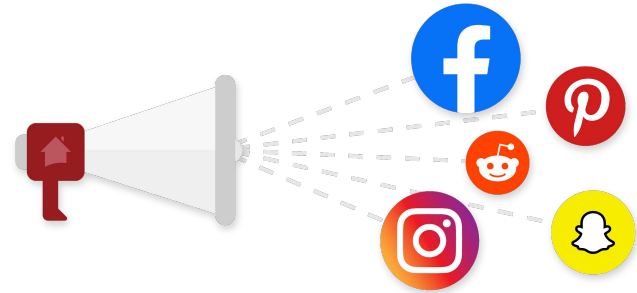


Search Trends

Social Media is Up 100%

- As renters are social distancing, the amount of time spent on social apps is going up.
- ABODO has seen leads double from paid social media ads since mid-March without increasing budget.

This is from ABODO's internal data using primarily Facebook and Instagram ads



'Sift' Trends

Unit Photos & Floorplans Are More Important Than Ever in Driving Leads

60% of renters say they must see photos and floorplans in order to consider leasing a property.



'Sift' Trends

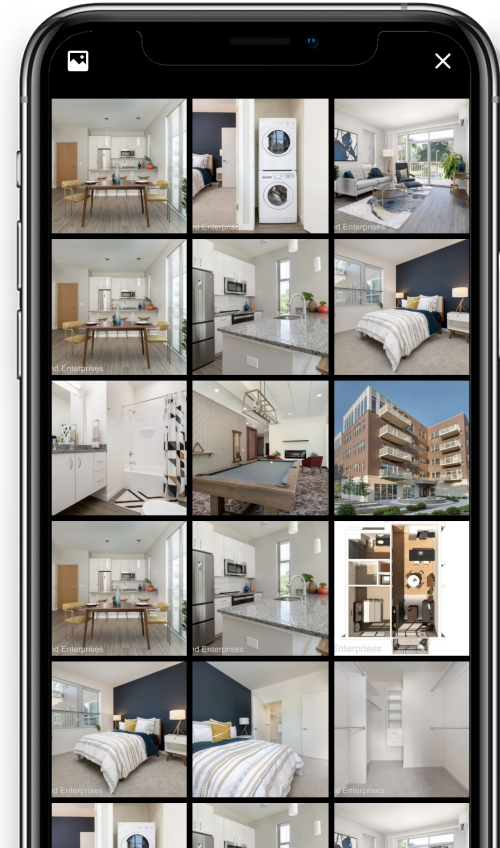
Unit-Specific Media is Now Key

85% of renters interviewed stated that they need to see digital media **of the actual units they're considering** and that model unit media is not sufficient.



How to Showcase Unit-Specific Photos

- Supplies: When in doubt, a smartphone will do!
- Scout out the best shot
- Highlight unique features
- Label specifically
- Pro Tip: Use your current renters as a resource



'Sift' Trends

Adding video and 3D tours doubles listing engagement

Listings on ABODO.com with pre-recorded video walkthroughs receive 64% more views and prospects spend twice as long on the page.

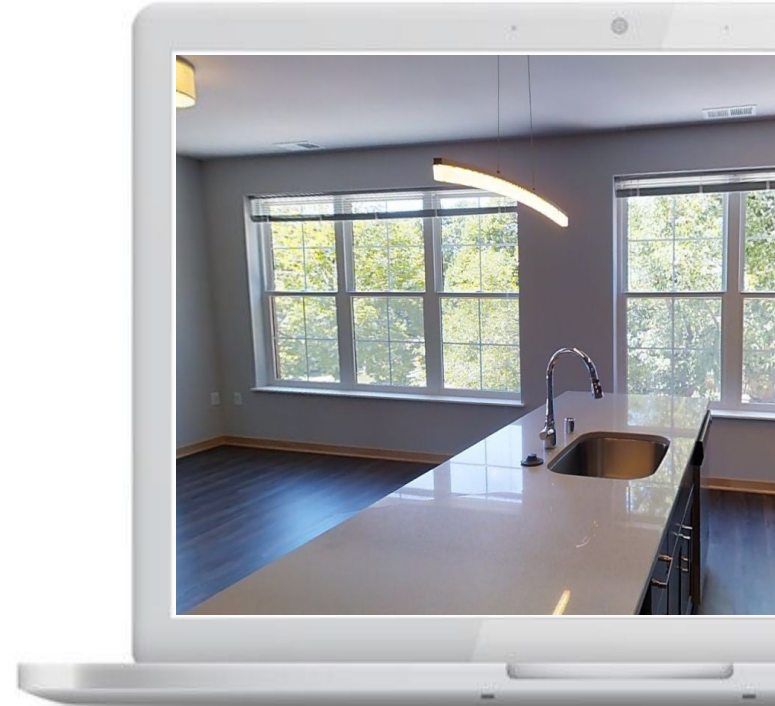
We've observed that property page views are 75% longer when the listing includes media such as 3D tours



Make the most of your 3D Media

Options include: Matterport (ABODO compatible), LCP360, Google Helix

- Challenges:
 - Expensive
 - Typically not unit-specific
 - Photographer availability during COVID-19
- Tips:
 - Take advantage of embed code & share links
 - Utilize your ILS partners
 - Clearly label your 3D tours



'Sign' Trends

Authenticity (not production value) wins in video

- 86% of consumers say authenticity is key when deciding which brands to support
- More than half (57 percent) of consumers think most brands produce inauthentic content
- **Myth:** You need to spend thousands on video production
Fact: Renters prefer mobile-friendly video content that is not highly produced





Take your Videos Vertical

70%+

Of rental search is done on
a mobile device.

96%

of mobile consumption is
vertical.

1B

People use Stories format
worldwide.

'Sign' Trends

80% of renters won't sign without a video tour



Photos and floorplans may be enough for prospects to send an initial inquiry, 82% will not make a leasing decision based on photos and floorplans alone.



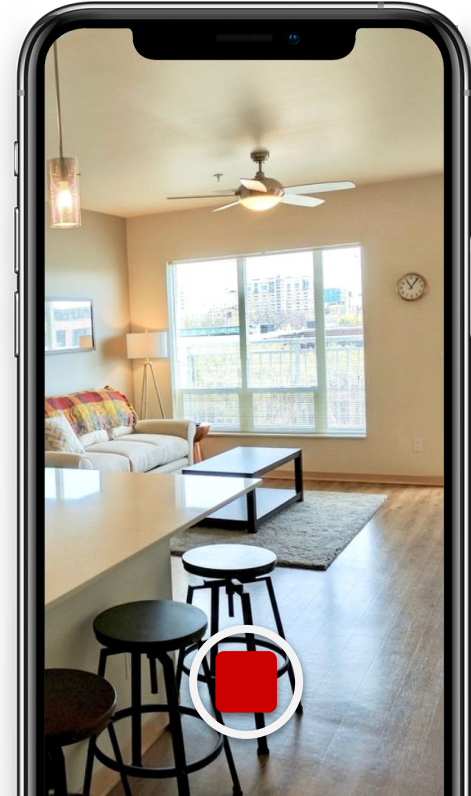
77% of renters explicitly say they won't commit virtually to a lease without either a pre-recorded video tour or a facetime tour of the unit they're considering



Renters are most likely to make an online leasing decision when they can view a **pre-recorded video tour** of the unit they'll be renting in addition to viewing photos and floorplans.

Capture Pre-Recorded Video Tours

- Supplies: Smartphone/stabilizer
- Setup: Prepare your space
- Execution: Put yourself in your prospect's shoes



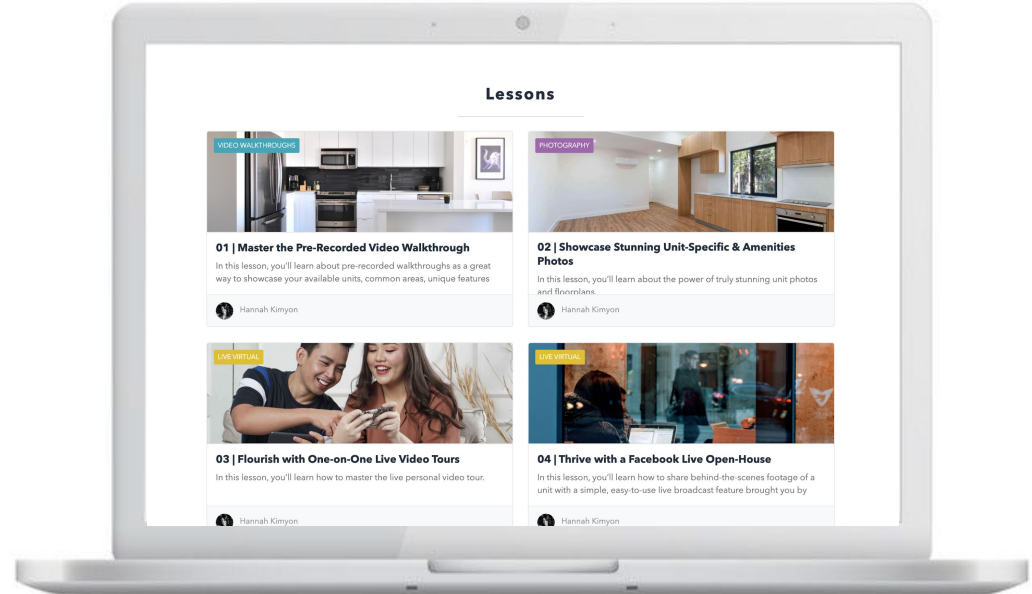
Offer One-On-One Live Video Tours

- Facetime
- WhatsApp
- Google Hangouts
- Skype



More Detailed Info at our eLeasing Academy

eleasing.abodo.com



NEW

Rent Remote

Leasing Has Gone Virtual

A new initiative by ABODO to help multi-family marketers adapt to the changes the Coronavirus crisis has made to leasing.



Video Walkthrough 'Stories'

~~\$999/mo~~

Capture & share authentic, mobile-optimized video tours of your units in a 'Story' format renters love.



eLeasing Academy

~~\$499/mo~~

Train your team on best practices in online leasing using the courses and tutorials in our eLeasing Academy.



Online Tours Badge

Let renters know you offer online tours with a badge on your ABODO property page.



3D Tours

~~\$249/scan~~ \$99/scan

Limited time, industry-best \$99 per scan Matterport pricing (limit of 5 properties).



ApartmentIQ

LIMITED MARKETS

~~\$299/mo~~

Know what's happening in an uncertain market with daily tracking of competitor prices and leasing.

Pricing valid for all new contracts signed between now and April 17



Webinar

TUESDAY, APRIL 21, 2020

11 AM CDT

Navigating Uncertainty In Multifamily Leasing

How to use accurate market data to be more confident in your pricing and marketing decisions.

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MATT WULFF

VP Product
ABODO



MIKE METZGER

Director of Development
McGrath Property Group



Recommended Action Items

1. To make up for lost traffic from Google, allocate resources to social media platforms (e.g. Facebook/Instagram).
2. Feature unit-specific photos/rich media to increase lead volume.
3. Capture & share pre-recorded video walkthroughs of your units to increase lead volume and likelihood of converting prospects virtually.



Thank You!

Live Q&A