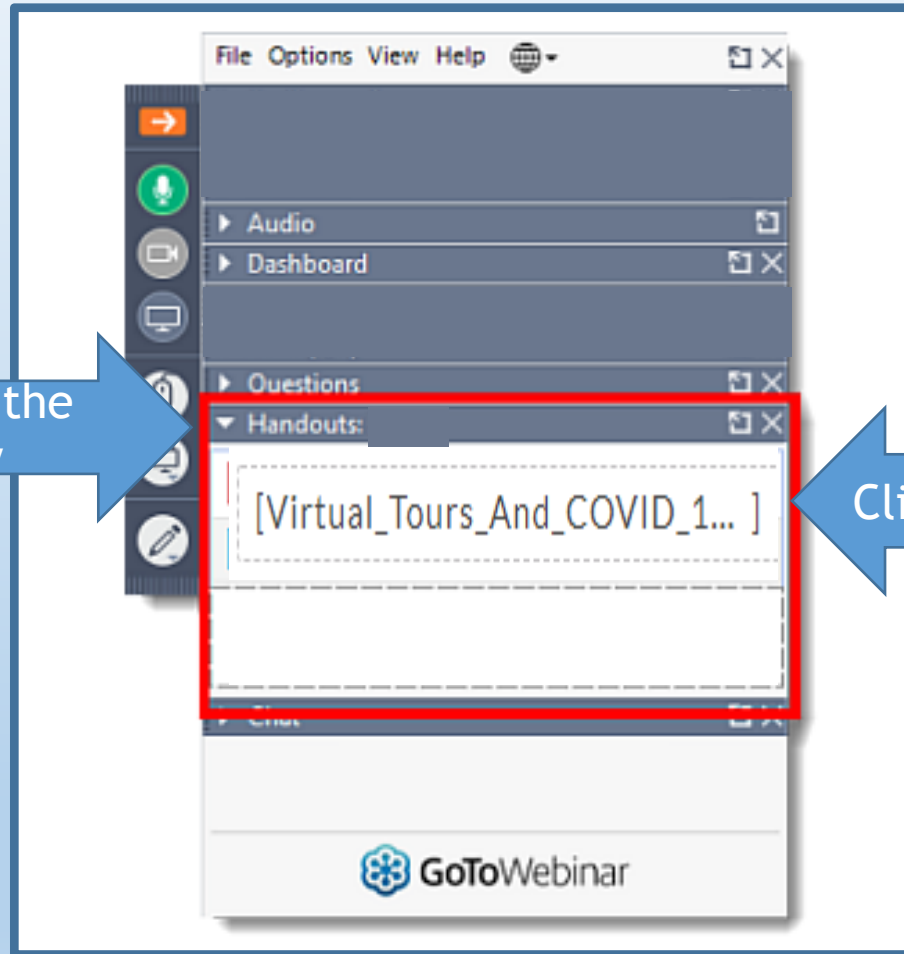


# Download Your Handout

Use mouse to click the  
dropdown arrow



Click to download

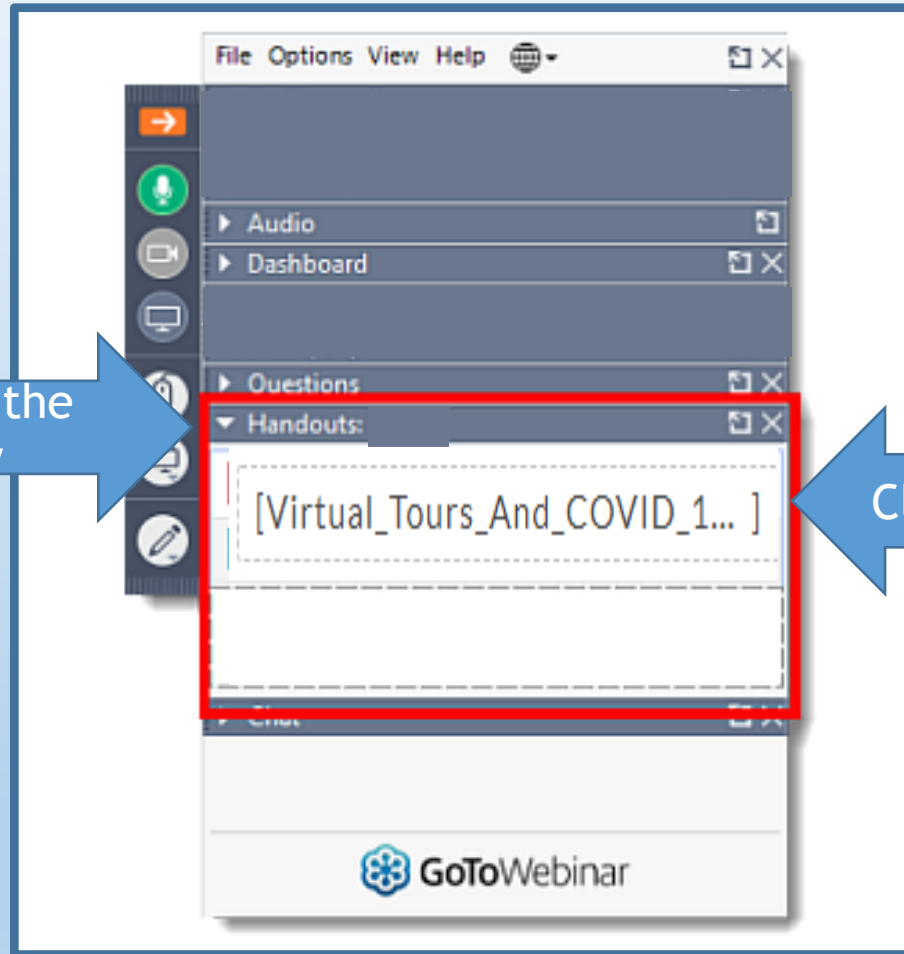
# Everything You Need to Get Started With Virtual Leasing

# WELCOME!



# Download Your Handout

Use mouse to click the  
dropdown arrow



Click to download



# In The Know Virtual Tours

edge2learn

www.edge2learn.com 844.206.6742

**A message from Joanna Ellis, CEO and Founder, Edge2Learn:**

COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. In my 35+ years in the multifamily industry, this is certainly something that I did not anticipate. On the other hand, we have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.



**COVID-19**

## IN THE KNOW VIRTUAL TOURS

Being closed to outside visitors or operating with limited leasing staff doesn't necessarily mean no leasing and no tours. There are many ways to create a first-class and, yes, even a personalized presentation for prospective residents.

How do video tours fit into the leasing process? When speaking with customers via phone or email, follow business-as-usual practices: get to know them better, connect with them and discover their needs. Then, instead of scheduling an in-person tour, offer one or more of the following options to "walk" them through the community, apartment home and your website.



# edge2learn.com

edge2learn

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[Our Courses](#)

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## Courses

Grow your teams in all areas throughout their careers.

# edge2learn.com



**Free COVID-19 Resources**  
for Multi-Family Properties

**Learn More**





Thank you! Please check your email [ppederson@edge2learn.com](mailto:ppederson@edge2learn.com) for additional information to sign in to [edge2learn](https://edge2learn.com).

**Register** for Free Access to COVID-19 Training Resources for Multifamily

Your Name (required)

Title (required)


Company Website (required)

Your Company (required)

Phone Number (required)

Your Email (required)

[ACCESS COVID-19 RESOURCES](#)





# COVID-19 Resource Center



COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. We have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.

*Your Partners at Edge2Learn and Ellis Partners*

## The Know: Stay Ahead of the Game!



## Maintenance Videos: Be Prepared!



## Blogs: Tap Your Mind!

## Webinars: Think Outside the Box!

## e-Learning Courses: Take Leasing to the Next Level



## About Us: A Partner You Can Trust!

## Outside Resources: Learning from Others!



# Thank you for joining us today!

## Want to learn more?



**Pam Roberts Pederson**

**Director of Engagement and Communications**

**Edge2Learn**

**[ppederson@edge2learn.com](mailto:ppederson@edge2learn.com) | (317) 881-8511**



# Today's Presentation!





# Meet Your Speaker

## Rommel Anacan



- Rommel is the president of The Relationship Difference in Orange County, CA.
- He has experience at all levels of the multi-housing industry, onsite to corporate.
- He has earned a reputation in the industry for solving challenges in the most uncommon ways.
- He is known as “The Connection Expert” and his “Win With People” message has a powerful impact on communication, sales and customer service.



Thank you!





# GETTING STARTED



# Where we are going today



You'll discover the basics of what you'll need (want) to get started in virtual leasing

# Virtual Leasing Approach #1:

Use Tech to Present In Real-Time

# Virtual Leasing Approach #1: Real Time Tours



- Apple Face Time
- Google Hangout
- Skype
- Zoom



# Virtual Leasing Approach #2



Take a Walk Through the Website

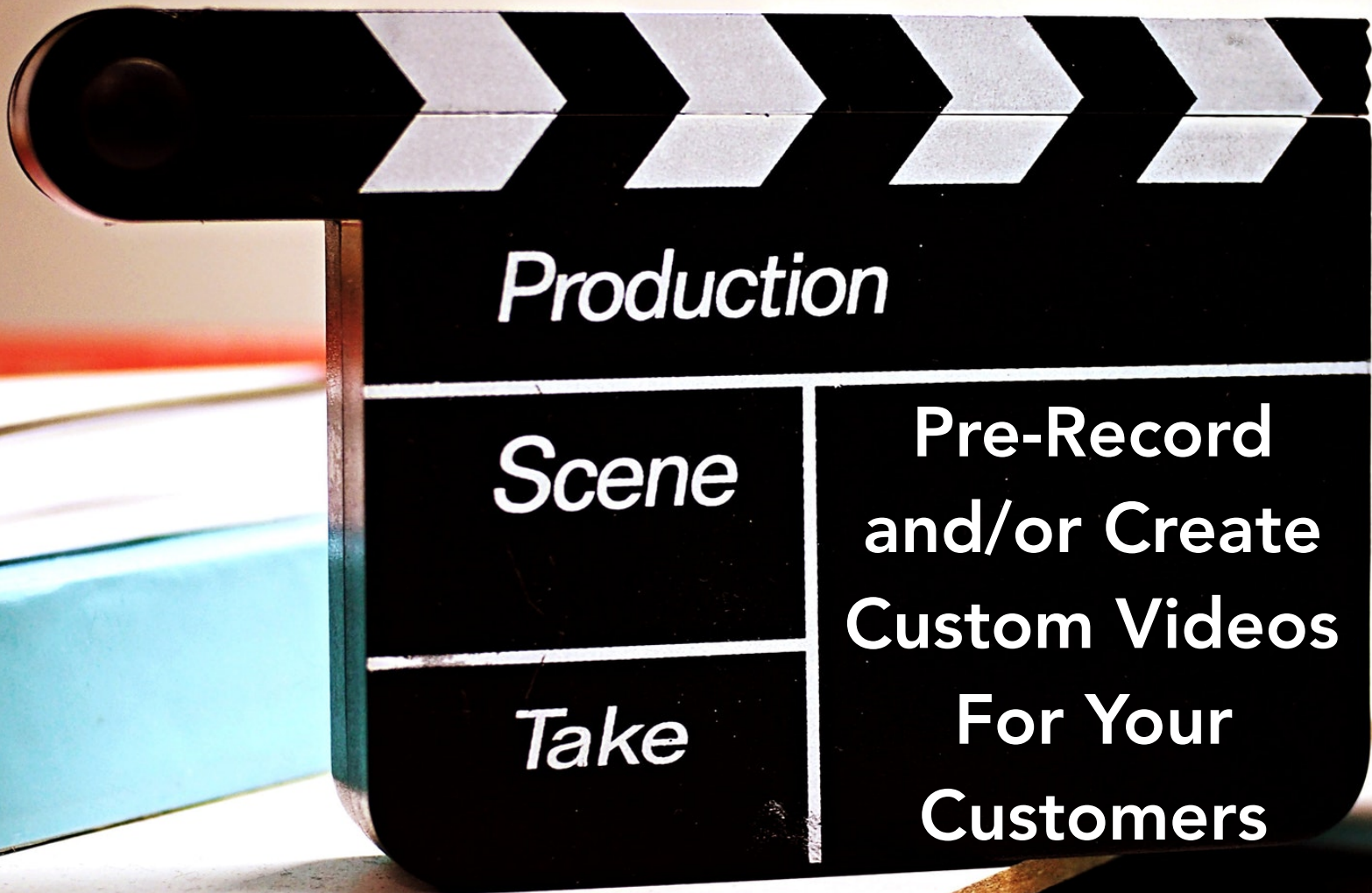
# Virtual Leasing Approach #2



- You don't leave the office
- Rather both you and your customer go to your website
- OR: Share your screen

Take a Walk Through the Website

## Virtual Leasing Approach #3:





# Custom Recorded Videos

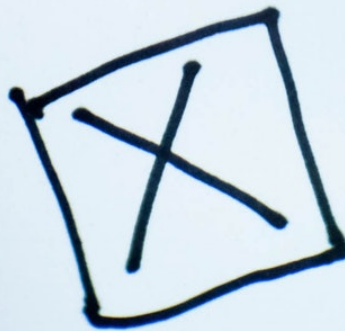


- Pre-record videos
- Create videos specifically for a prospect
- A mixture of BOTH

Checklist



Yes



No

WHAT DO  
YOU NEED  
TO GET  
STARTED?



# Smartphone







# Getting Started With Virtual Leasing

- These can be used for:
  - Real time virtual tours
  - Filming your own videos
  - Editing your videos





# What type of smartphone or tablet?

- Almost any smartphone or tablet will do!
  - iOS and Android
  - Takes good video (especially with the front camera)
  - Enough storage space for video, apps etc.





# Do I need a dedicated video camera?



# What about privacy??





# Use a Third Party App

It's FREE.  
Need a Google account  
to set up-but your clients  
don't need a Google  
account



Google Hangouts



The basic is FREE and easy to use!  
There are security concerns that  
have surfaced.



You can use it for FREE.  
Is a Microsoft product.  
User interface is clunky and not  
user friendly for some



**Do your research on which one is best for you!**



# Headphones/Headset





# Headphones/Headset



- For real time virtual tours use a headset with a microphone
- When using an app like Zoom, Hangouts and Skype a headset is recommended too
- Avoid using the speakerphone



# Microphone

- When filming a video use a microphone that you can plug into your device's headphone jack.
- Then clip it onto your clothing for a hands-free mic



₹25.00 on Amazon

# Tripod or Monopod

A TRIPOD or  
MONOPOD will help  
you keep the camera  
steady and make your  
motions smoother



# Tripod or Monopod

A TRIPOD will  
enable you to film  
videos by yourself





# Tripod or Monopod

Look for a tripod/  
monopod that measures at  
least 50 inches in height.

£25.00 on Amazon



*Allows you to hang weight for extra stability*

# Tripod or Monopod



If the device you're using is heavier, invest in a sturdier tripod

# What about a “GorillaPod?”



- Would work well to help you hold your phone or device on a real time tour.
- You can wrap it around things to get a unique shot
- Not recommended as your main tripod to film your own videos. The lack of height will be limiting.



# Device Mount | Smartphone

₹5.00 to ₹20.00 or so



# Device Mount | Tablet

₹10 to ₹25 or so



# Light Kit

- If possible-a light kit is highly recommended especially if you're creating your own videos
- This will allow you to light a good size space
- These will typically include:
  - Light bulbs
  - Umbrellas or Lightboxes
  - Stands
  - Carrying case(s)



**This set is about \$60.00 on Amazon**



# What about circle lights?



# What about ring lights?



- Ring lights are good for videos where the focus is on a person
- They're not really intended to light a large area

# Video Editing

- If you're creating videos you'll need video editing software
  - Apple iMovie (Mac, iPad, iPhone)
  - Openshot





# Use a Third Party Vendor



# Video Host Site Account

- Create or use an account that enables you to upload your finished videos and allows you to send links to those videos
  - YouTube
  - Google Drive
  - Vimeo
  - Dropbox



# Remember Copyright Law



- Before you add music, video or pictures to your videos remember COPYRIGHT law!
  - The creator has the rights to the work
  - You can't use someone else's work without permission first



# Remember Copyright Law



- Music: Look for “royalty free stock music”
  - There are many sites that offer free royalty-free music
  - Read the fine print on use
- Pictures and Videos
  - Pexels.com (Free)
  - Shutterstock

# Remember ...

If you're not sure if you  
have the right to use  
something ... don't use it!



# Real Time Virtual Tour



- What do you need?
  - Smartphone or tablet
  - Headset
  - Third Party Video App
- What would be nice?
  - Gorillapod
  - Selfie stick
  - Lights (for the apartment)



# Pre-Recording or Creating Custom Videos



- What do you need?
  - Smartphone or tablet
  - Editing software
  - Video host site
- What would be nice?
  - Microphone
  - Lights (for the apartment)

# Walking Through Your Website

- What do you need?
  - Computer
  - Phone
- What would be nice?
  - Video conference/meeting app to share your screen
  - Headset (if it's compatible with your computer)



# Recap

1. Smartphone or Tablet
2. Third-Party Video Meeting App
3. Headset
4. Microphone
5. Tripod/Monopod
6. Device Mount for Tripod
7. Lights
8. Video Editing Software
9. Host Site for Your Videos





# Remember the Basics

Moving to virtual tours may feel like a major shakeup, but remember that the key elements of leasing stay the same.

Create a positive, memorable experience for your customer and make it your goal to help them find the best fit for their new home.



# Our Next Edge2Learn Webinar!

**Tips to Navigate Life at the  
Intersection of Working at  
Home, Parenting, and Home  
Education During Covid-19**

**April 16, 2020  
1:00pm - 1:30 pm CST  
Register on  
[edge2learn.com](https://edge2learn.com)**

**Maria Lawson**





Questions?



# From All of us at Edge2Learn

