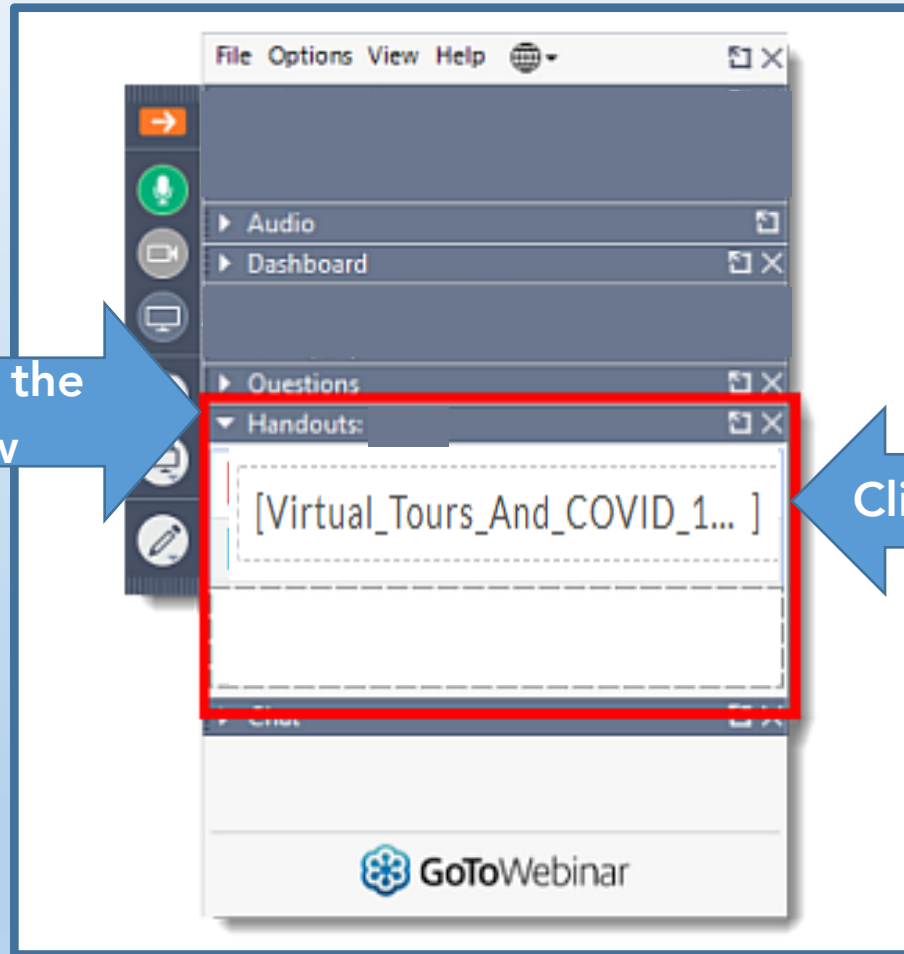


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Virtual Leasing during the COVID-19 Pandemic

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Thank you for joining us today!

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Pam Roberts Pederson


Director of Engagement and Communications

Edge2Learn

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Today's Presentation!



**Virtual Leasing
During the
COVID-19 Pandemic!**

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.





ESSENTIALS OF 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



- 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



- General pre-recorded videos
- Videos you've created specifically for a prospect
- A mixture of BOTH



Tips for All Virtual Tours



Tip #1: Focus on the C's

- Your customers want to know if:
 - You are COMPETENT
 - You are CONSISTENT
 - You will CONNECT well
 - You COMMUNICATE CLEARLY
 - You CARE



Tip #2: Bump Up the Energy!



**Use more energy
on phone and
video than you
would in person**

Virtual Communication Tip



More energy doesn't mean talk faster! Make it easy for your customers to understand you by slowing it down!

Tip #3: Start With Business As Usual

- The Goal: Know Their **Story**
 - Get to know them
 - Connect with them
 - Discover their needs
 - So you know what they're looking for ... and what you have to offer



Tip #4: When the Time Is Right-ASK



Tip #4: When the Time Is Right-ASK

- Once you know what they want and what you have to offer:
 - Instead of asking them to come into the office for an in-person tour
 - Invite them to take a **virtual tour**
 - *If you have some time right now I'd be happy to take you on a virtual tour...*
 - *NO? Let's schedule a time...*
 - *NO? I'd be happy to send you a video...*

Tip #5: Help Them "See"



Tip #5: Help Them See | Website

- Guide them through what is important to them on the website:
 - *Make it come to LIFE*
 - Floor plans
 - Amenities
 - Specific apartments
 - How to apply



Tip #5: Help Them See | Words

- Use **descriptive** words to highlight and focus their attention on what is important to them
 - NO: Here is the kitchen (bedroom/bathroom/living room etc.)
 - YES: I wanted to highlight some things to you about our kitchen...
 - YES: Imagine hosting your book club here! The open concept layout is perfect for get togethers!
 - YES: This wall next to the fireplace is 8 feet in length, so your TV would definitely fit there.
 - YES: This bedroom will fit a king-size bed with side tables and a dresser.

Tip #5: Help Them See | Eyes

- On Video
 - Open up the cabinets, closets, storage, fridge, etc. on camera
 - Place appropriate accessories inside so prospects can have a visual reference
 - Put splashes of color in the "shot"
 - If you have a fireplace, light it!



Tip #6: Look into the Lens | Not at the Screen!



Tip #7: Check-In Often (Real Time and Website)



Tip #7: Check-In Often (Real Time and Website)



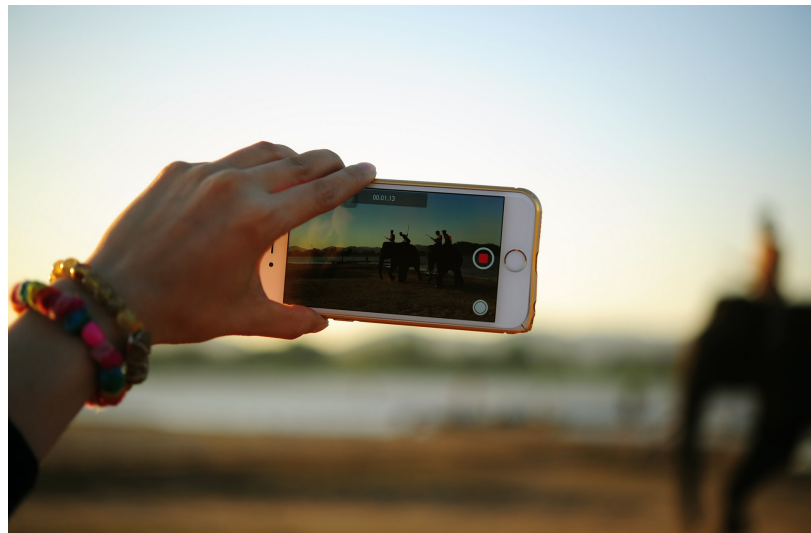
- Your GOAL:
 - Keep your prospects ENGAGED!
- Ask questions like:
 - *"How does this look to you?"*
 - *"Could you see yourself living here?"*
 - *"Is there anything else you'd like to see?"*
 - *"Tell me your thoughts!"*
- Remember ***"Too much energy is just right!"***



Tips for Live Video Tours and Creating Your Own Videos

Tip #8: Use Landscape Mode

- Recording with your PHONE or TABLET
 - Position your device in LANDSCAPE mode when you can



Tip #9: Use a Tripod

- Use a TRIPOD or MONOPOD to steady the camera and smooth your motions
 - Make sure you have the right mounts to place your device on a tripod/monopod



Tip #9: Use a Tripod

- No tripod? Position your camera elbow and arm against your body to steady the camera and hold your arm with your other arm
- When panning (left to right) move your whole upper body as one unit



Tip #10: Move the Camera Extra Slowly



Tip #11: Turn on the Lights

- LIGHTS
- Turn on all the lights in the apartment
- Use a video light



Tip #12: Use a Microphone

- Live Tour: Use a headset with a microphone
- Filming a Video: Use a microphone that you can plug into your device's headphone jack
 - If it's windy outside put a windscreen on the microphone



Tip #13: Prepare Before You Go Live



Tip #13: Prepare Before You Go Live

- TESTING the equipment before you go “live”
- PRACTICING
 - Film yourself
 - Film a practice tour
 - Watch and review!



Tip #13: Prepare Before You Go Live

- SETTING UP BEFORE THE CAMERAS ROLL
 - Turn on Lights
 - Open Blinds
 - Open Doors
 - Close Toilet Lids
 - Do One Last Check!



Tip #14: Create Your Library



Tip #14: Create Your Library



- Pre-record short videos NOW for future use
 - Model/Mini-Model
 - Vacant Apartments
 - Target Homes
 - Amenities
 - Community
 - Neighborhood

Tip #14: Create Your Library

- Edit with video editing software like:
 - Apple iMovie
 - Mac
 - iPad
 - iPhone



Tip #14: Create Your Library

- Upload to:
 - YouTube
 - Vimeo
 - Dropbox
 - Google Drive
- Send the links to your prospects
- Ensure they get it
- Follow up!



Tip #15: End Strong

- Ask for the SALE
- Outline NEXT STEPS
 - How to apply
 - When you will follow up
 - Scheduling another appointment
 - Guidelines with the current situation



Tip #16: Learn From the Pros



Tip #17: 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!

Leadership in the Days of COVID-19

April 1, 2020

1:00pm – 1:30 pm CST

Register on edge2learn.com

Susan Weston





Questions?

Edge2Learn

COVID-19

COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. With this in mind, we've created free resources for our client partners, supporters, and friends of the Multifamily industry to assist you with adjusting and taking precautions as needed.

From seasonal flu outbreaks to the novel coronavirus, it may seem like the germs are out to get us. But together, we'll keep the Multi-family industry moving forward and ready to handle what comes next.

Please check this page frequently as additional resources will be posted as they become available.

In the Know

- [COVID-19 Make a Plan](#)
- [Virtual Tours](#)
- [Sight Unseen Leasing](#)
- [Legal Considerations](#)

Precautions for Maintenance

- [Before, During and After Being in a Resident's Apartment](#)
- [Precautions for Apartment Tours](#)

Blogs

- [What To Do While You Are In Quarantine](#)
- [4 Ways to Stay Sane on The Crazy Train](#)

e-Learning Classes

- [Virtual Tours \(4/1/20\)](#)
- [Sight-Unseen Leasing \(April 2020\)](#)
- [Self-Guided Tours \(April 2020\)](#)

Webinars

- [Virtual Leasing During the COVID-19 Pandemic \(3/25 & 3/26, 20\)](#)
- [Leadership in the Days of COVID-19 \(4/1/20\)](#)

External Resources

- [CDC - COVID-19 Resources](#)
- [NMHC - COVID-19 Resources](#)
- [NAA - COVID-19 Resources](#)
- [COVID-19 Executive Orders by State](#)

thank you!