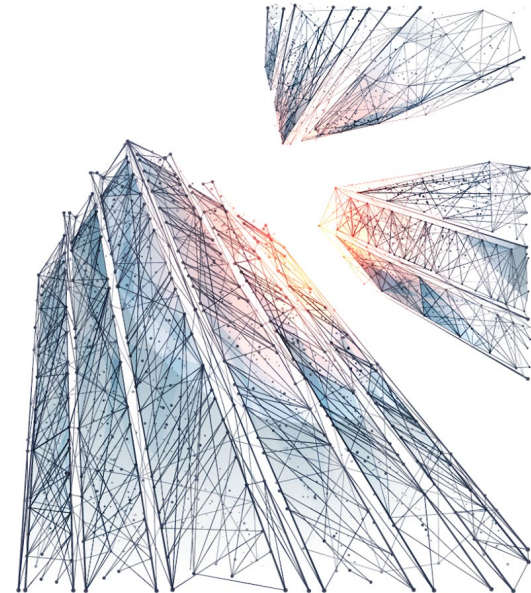


WELCOME TO AIM 2022



APARTMENT INNOVATION &
MARKETING CONFERENCE

PRESENTED BY
REACH
by RentCafe®



Tour Talk: Enlightening the Customer with Virtual Experiences



Our Panelists



Tom Kalembasa

Co-Founder and CRO of LCP360



Sarah Chezbro

Senior Marketing Manager for
Greystar Development Group



Dave Seiler

Executive Vice President of
Operations at Trinity Property
Consultants



Kadi Mancuso

Director of Marketing for
Redwood Capital Group
and Redwood Residential



What key learnings can
you share from
leveraging virtual tours
in the last two years?

Virtual Tour Stats



Rich Visuals

- **46%** say they wish more listings had 3D tours available.
- **61%** wish more listings had 3D tours.
- **68%** agree that a 3D tours would give them a better feel for the space than static photos.
- **81%** of buyers agree that they're most likely to view a home if the listing includes a floor plan

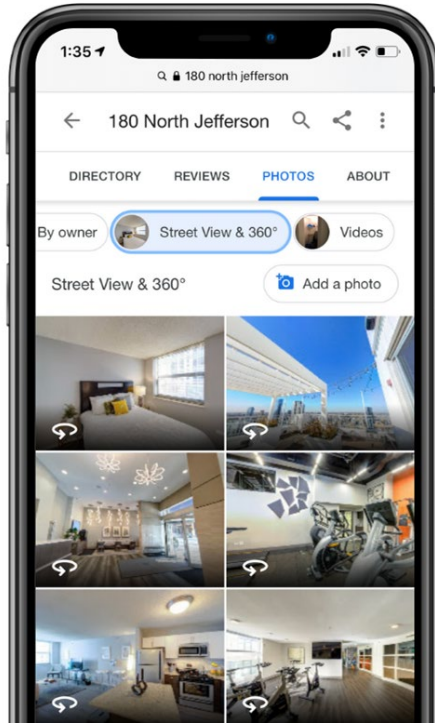
While the Pandemic is Going on

- **63%** of renters say they prefer no in-person interaction at all.
- **68%** of renters said they'd prefer to interact virtually using online tools.

After the Pandemic

- **69%** of renters say they would prefer no-contact interactions to continue.

Google Benefits



Boost online presence

According to Google, virtual tours receive **40% more clicks** than still images on listings.

Rank higher on Google Maps

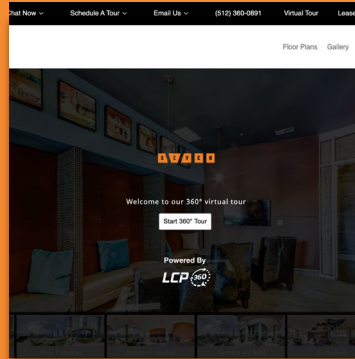
Listings with virtual tours see a **22% increase in community searches** and a **23% increase in business listing views**.

What methods do you
recommend to maximize
the virtual tour
experience?

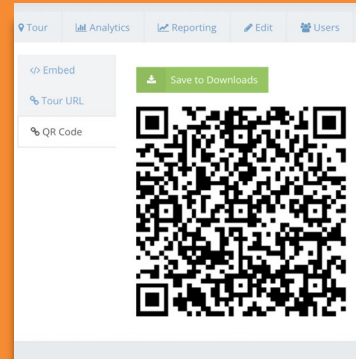


Channels For Virtual Tours

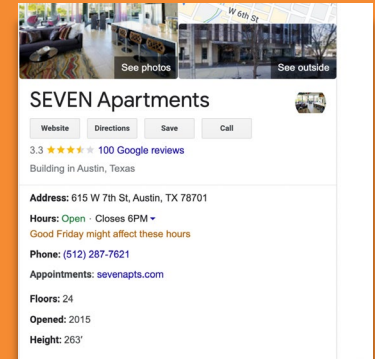
Maximize use of your virtual tours with a multi-channel approach



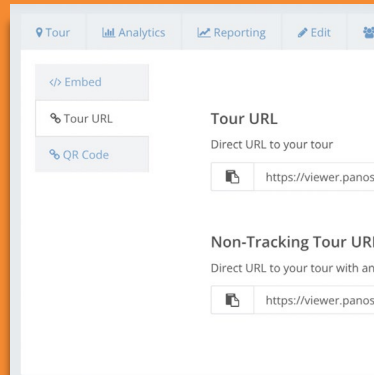
Apartment Website



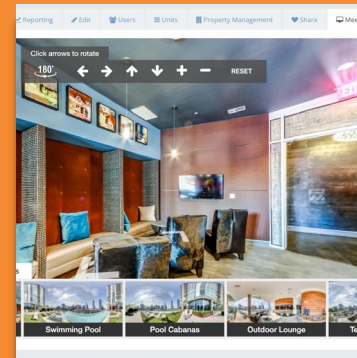
QR Code On-Site



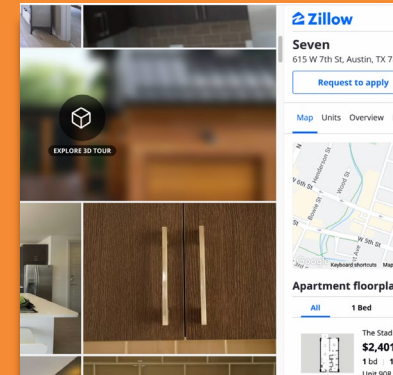
Google Business Profile



Email



Virtual Meeting Tool

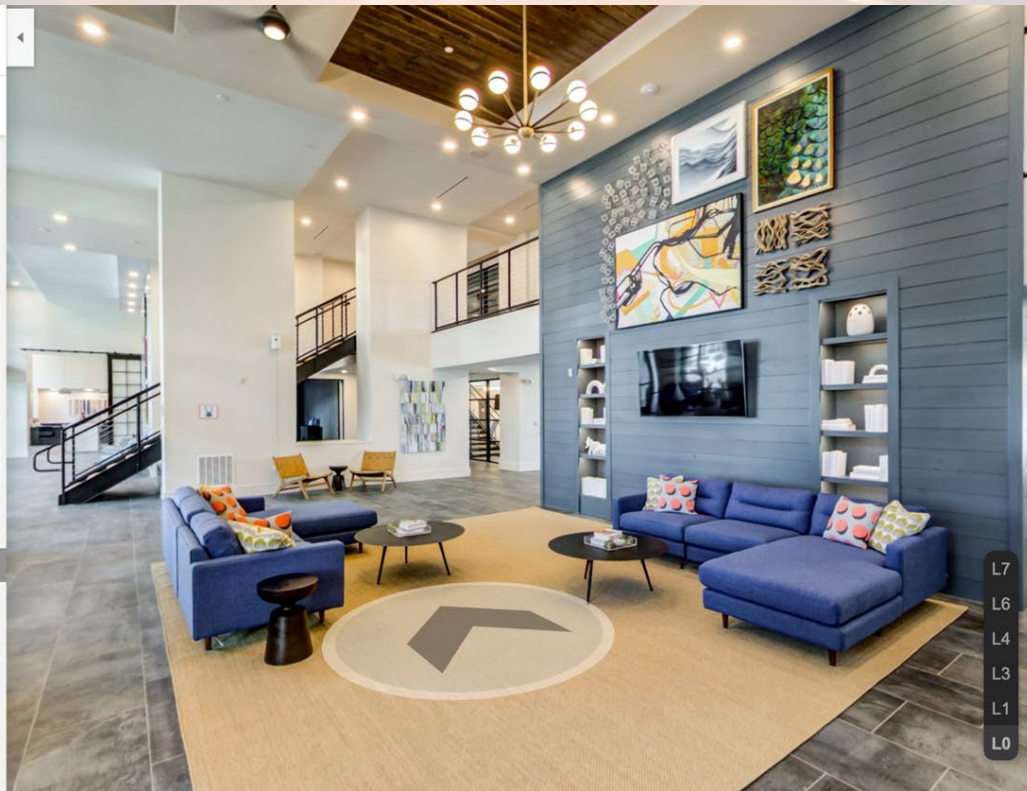
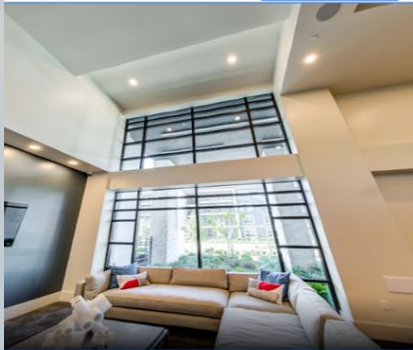


ILS

In what ways are you
empowering your teams to
create and share content
on-site?



From visitors By owner [Street View & 360°](#)



L7
L6
L4
L3
L1
L0





What new technologies
are you exploring to
give renters more
touring options?



THANK
YOU



Thank you for your participation today! If you have any questions or would like more information on virtual tours or any of our other visual media services please visit our website at LCP360.com or contact us at sales@lcp360.com.

We are also located in Ocean Lounge in the Huntington Ballroom of the Hyatt Regency Huntington Beach Resort & Spa, come visit our lounge!

