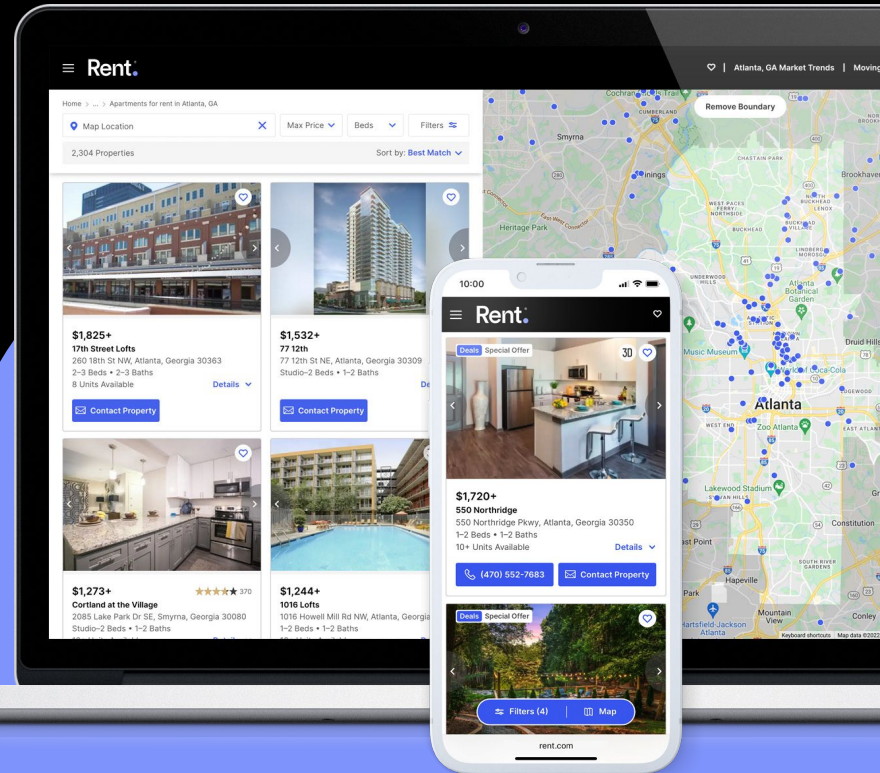
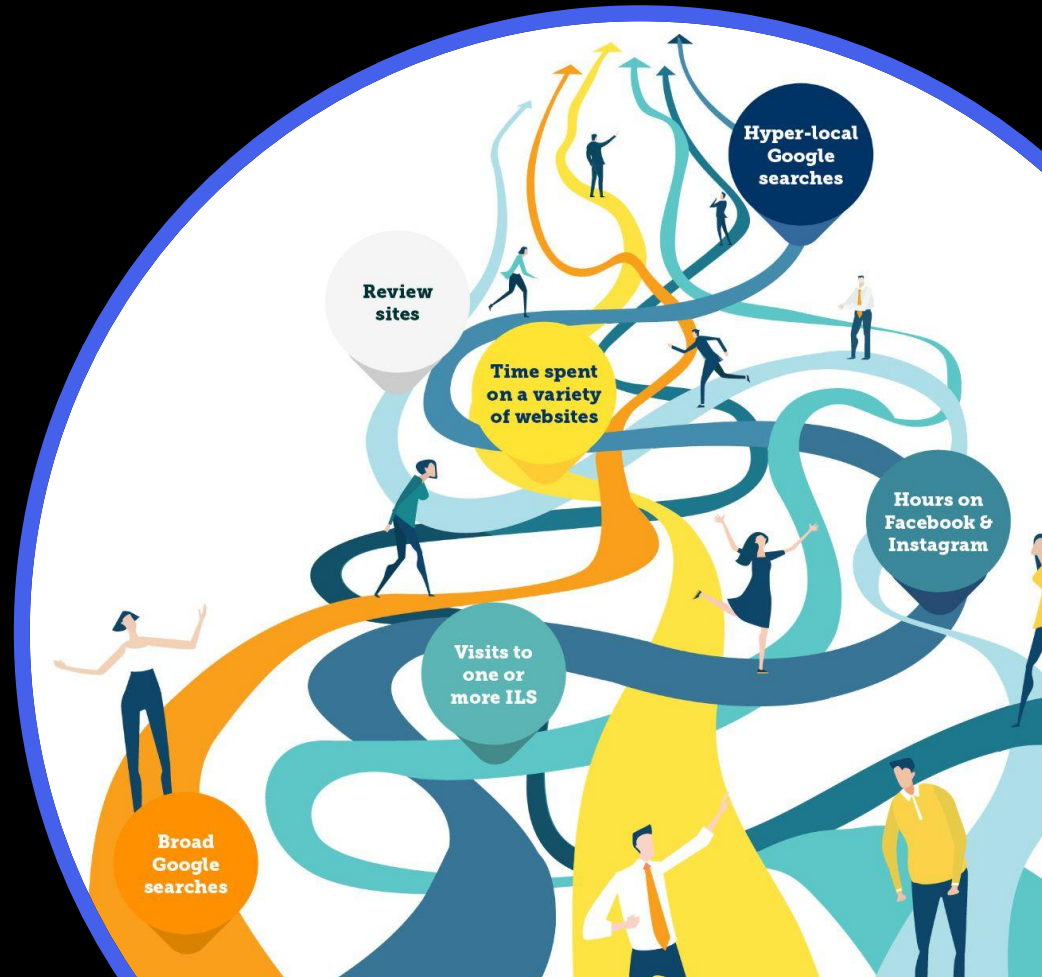


## The Renter's Journey



A renter's journey is not linear, and it includes many stops along the way.

—  
You need a marketing presence every step of the way.



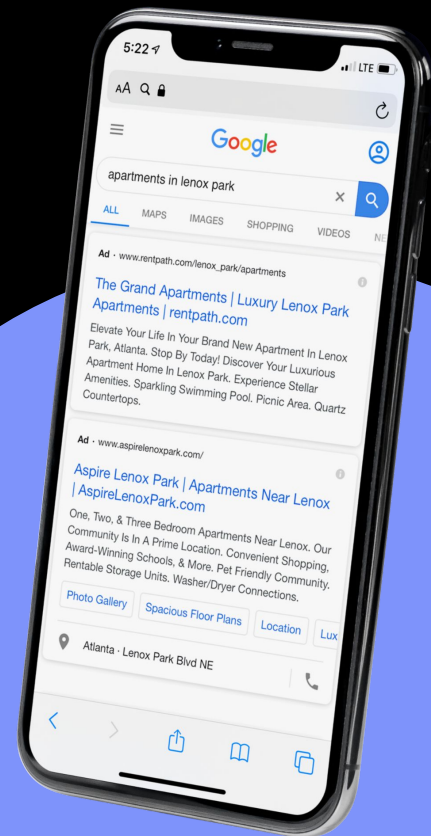
# The Awareness Stage

Renters are conducting market level research to develop a short list of communities they can research further.

**87%** Start with a **broad** search.<sup>1</sup>

**72%** of renters use a marketplace.<sup>2</sup>

Properties that advertise on two marketplace networks versus one see an average of **2.5X more leases**.<sup>3</sup>



<sup>1</sup> Rent. Renter Survey 2021

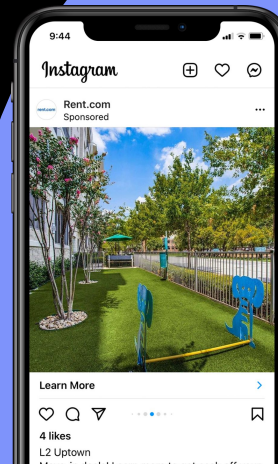
<sup>2</sup> Rent. Renter Survey 2021

<sup>3</sup> MaxLeases, Dec '20 - Feb '21. One network includes 573 properties that listed with RentPath only or CoStar only for all 3 months. Two networks includes 406 properties that listed on both Rent. and CoStar for all 3 months. RP includes AG, Rent, Rentals. CS includes Apartments, ApartmentFinder, ForRent.

# The growing importance of social networks

Facebook and Instagram are the two top social channels with the highest return on investment.<sup>4</sup>

- There are 258 million Facebook users in North America.<sup>5</sup>
- The United States has over 121 million active Instagram users.<sup>5</sup>
- The average user spends 38 minutes per day on Facebook and 28 minutes per day on Instagram.<sup>5</sup>



<sup>4</sup> <https://www.statista.com/statistics/247614/number-of-monthly-active-facebook-users-worldwide>  
<sup>5</sup> <https://techjury.net/blog/time-spent-on-social-media/#gref>

# Awareness Stage Challenges

1. Reaching renters as they begin their search
2. Reaching the entire universe of renters
3. Effectively targeting renters through social campaigns



# Rent. Awareness Stage Solutions

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## Rent.

Rent. Network of sites is the fastest growing marketplace network and offers a unique universe of renters. 72% of renters use a marketplace during their search<sup>1</sup> and, on average, 50% of our visitors won't use the next largest marketplace network.

## RentSocial.

RentSocial. allows you to showcase your community to a hyper-targeted audience of in-market prospects on Facebook and receive leads directly in your CRM. Using Rent. proprietary targeting data, you avoid waste.

## RentSearch.

RentSearch. allows you to reach in-market prospects with sophisticated search campaigns to drive renters directly to your property website. Campaigns can go live and start reaching prospects in one week!

# Recap: 5 Things to remember about The Awareness Stage

1. Renters are conducting market level research.
2. The majority of renters use a marketplace during this stage.
3. Facebook and Instagram ads provide the best ROI.
4. Diversified advertising=higher engagement levels.
5. Having both marketplace & social media advertising in this stage is crucial.



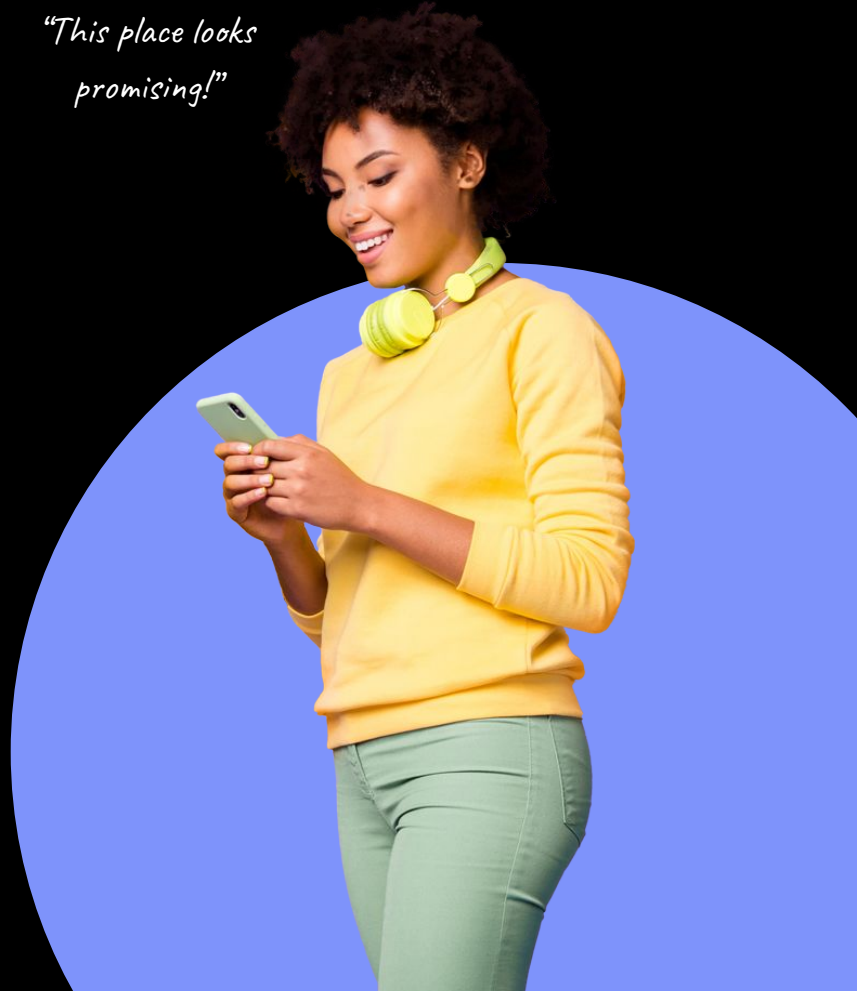
# The Interest Stage

Renters are diving into reviews and social media to see if your lifestyle matches what they are looking for in a home.

**92%** Of renters will be put off by negative reviews.<sup>6</sup>

Only **48%** of people would consider using a business with less than four stars.<sup>6</sup>

*"This place looks promising!"*





# What else matters?

- The total number of reviews
- The recency of the reviews
- The quality of the response to reviews



# Authenticity: Quality VS Quantity

**Vargos on the Lake Apartment Homes and Townhouses** • January 16 •

Movie night was a huge success! Thank you to all of our wonderful residents that came out last night to watch The Greatest Showman. Let's do this again soon!

We would also like to say a special thank you to Cort Furniture, Dixie Carpet and AT&T for helping to sponsor this event.

34 Likes • 4 Comments • 2 Shares

Like Comment Share

Most Relevant ▾

Write a comment...  
Press Enter to post.

Megan Pierce I'm hummed. I missed it. Looked like fun!

**Vargos on the Lake Apartment Homes and Townhouses** • January 28 •

★ Today's post is about our service elevator!! It'll have your move-in done in a FLASH. 🚀

Take a photo or video with this effect by Hey Admin, Sauce Please. Try it

10 Likes • 2 Comments • 2 Shares

Like Comment Share

Most Relevant ▾

Write a comment...  
Press Enter to post.

Vargos on the Lake Apartment Homes and Townhouses  
Able to lift your furniture in 30 seconds flat!

**Vargos on the Lake Apartment Homes and Townhouses** • February 24 •

Thank you to everyone who showed up for our resident coffee tasting! It was so fun trying different beans from Costa Rica, Columbia and Rwanda. A HUGE Thank You to Frontino Coffee for bringing the fun this beautiful Sunday morning.

10 Likes • 1 Comment

Like Comment Share

Most Relevant ▾

Write a comment...  
Press Enter to post.

Norma Cristina Pineros \*Colombia\*  
Like • Reply • 14w

**Vargos on the Lake Apartment Homes and Townhouses** • February 20 •

Food Truck Wednesday! We love this food truck!!! They have awesome Dumplings, Vietnamese Egg Rolls and try the Loaded Fries if you DAAAARE! They even have Boba tea and smoothies! They will be parked in front of the leasing office today from 5-8pm. We hope to see you there!

5 Likes • 1 Comment

Like Comment Share

Most Relevant ▾

Write a comment...  
Press Enter to post.

Cathi Walsh EXCELLENT!!  
Like • Reply • 13w

# Interest Stage Challenges

1. Negative reviews are driving prospects away. 79% of renters will be put off by negative reviews.
2. Being efficient and effective with your responses. Finding, responding, and building your online reputation requires a lot of time, training and resources without the right tools.



# Rent. Interest Stage Solutions

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## RentRep.™

RentRep. is our powerful reputation dashboard service-now includes review Amplifier (generate new reviews from real residents), daily review alerts and review response templates to help you better cultivate and maintain your online reputation.

RentRep. now offers white-glove listing management as a standard service option. Now you can strengthen your presence across the web to rank higher in organic search local competitors as renters hunt for their next home.

# Recap: 5 Things to remember about The Interest Stage

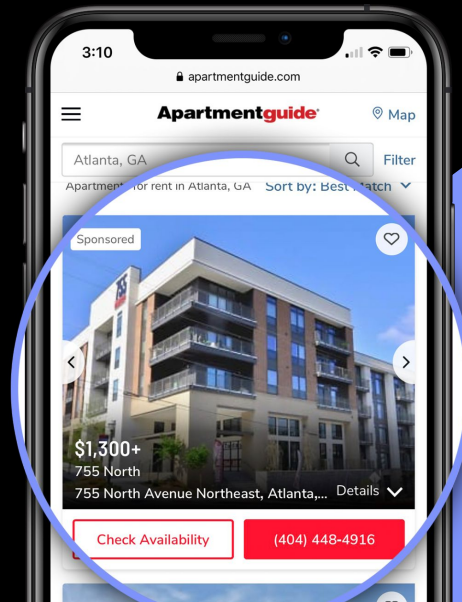
1. Renters are conducting community research.
2. 92% of renters will be put off by a property based on its online reputation.
3. They use ratings, reviews and social to understand the resident experience.
4. Authenticity is critical.
5. Issues at this stage will impact a community's cost per lead and lease.



# The Consideration Stage

Renters are ready to reach out to the communities on their list through phone, email, text and online chat.

*"This is  
the one!"*



# Peak Online Activity Predicts Offline Activity

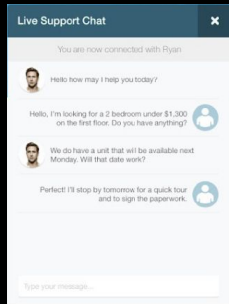
- Tuesdays & Saturdays
- **12pm-8pm** is the high activity window
- Peak activity happens between **2-4pm**



# Renters want to engage when it's convenient for them, not us

They prefer multiple options:

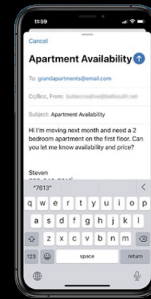
## Live Chat



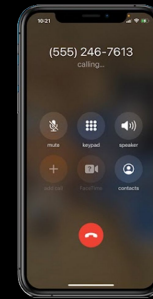
## Text



## Email



## Phone



**40%** of calls go unanswered onsite<sup>7</sup>

**51%** of customers want businesses available 24/7.<sup>8</sup>

<sup>7</sup> MaxLeases Jan-Mar 2021. Average was calculated from 514 LRS client properties which share data with LRS through their Property Management System integration

<sup>8</sup> <https://techjury.net/blog/live-chat-statistics/#gref>



# Consideration Stage Challenges

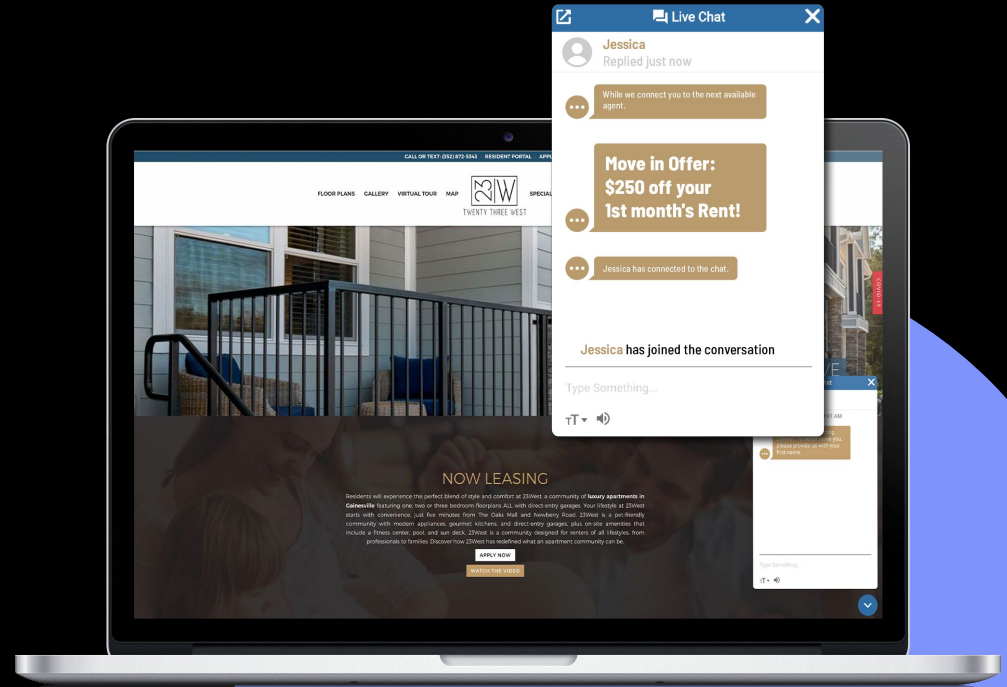
1. Answering phone calls and responding to emails from prospects on holidays, after hours, or when the onsite team is busy. 40% of incoming calls to a multifamily property are missed.<sup>9</sup> These missed leads are your biggest opportunity to decrease cost-per-lease.
2. Increased operational costs associated with hiring another leasing agent to answer calls and respond to leads.



# Rent. Consideration Stage Solutions

## RentEngage.®

RentEngage. offers intelligent web chat for your property website so you never miss out on a renter lead again. This chat service answers prospect questions, qualifies your leads, and delivers guest cards to your PMC 24/7 without a single click!



# Recap: 5 Things to remember about The Consideration Stage

1. Leasing office operations don't align with renter wants or needs.
2. Renters are extremely frustrated by this stage in the journey.
3. Communities need 24/7 contact support.
4. Communities need to provide immediacy through text and live chat.
5. The time for both the biggest impact and the biggest opportunity lie in the onsite experience.



# The Decision Stage

A renter is ready to sign a lease and become your resident!

## Remember

- The renter didn't reach this point by following a direct line
- They gathered information from all their available sources

1/3

of consumers ranked options when it comes to communication as their most important factor when connecting with a business



# Decision Stage Challenges

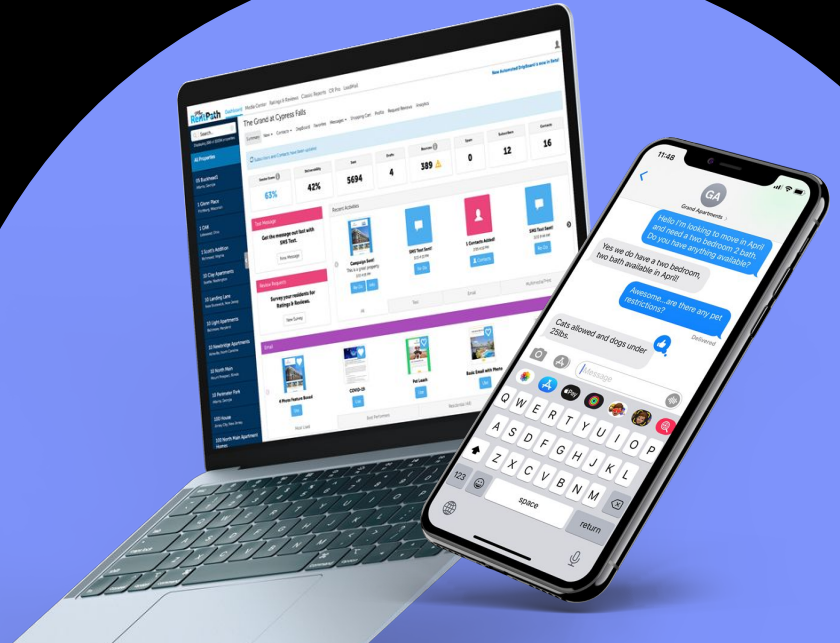
1. Quickly responding and communicating with multiple residents about different topics. Consumers ranked having options when it comes to communicating with a business as the most important.
2. Reaching potential renters through their preferred communication method easily and with limited time.



# Rent. decision stage solutions

## RentEngage.®

gives leasing agents the ability to text and email their prospects and residents from a single dashboard. The platform allows you to send texts and emails to multiple recipients about anything from renewing their lease to a new move-in special.



# Recap: 5 Things to remember about The Decision Stage

1. Your prospect has not reached this stage by following a direct line
2. Your prospect is ready to sign a lease
3. Different prospects prefer different means of communication
4. Speed of response and avenues of communication will separate your community from the competition.
5. All the different channels that you've invested in have led the prospect through their journey to becoming your resident!



# Thank You



Reps Name  
000-000-0000  
name@rent.com

