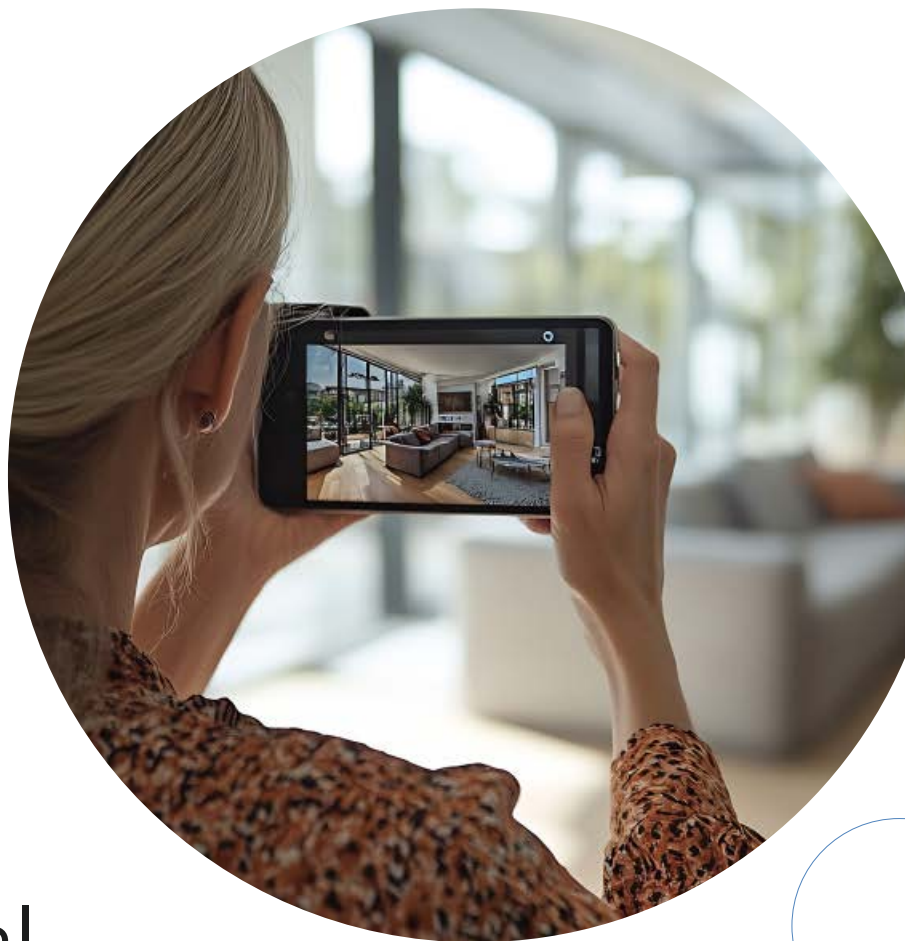




A Grace Hill Solution



# Realync Virtual Leasing & Video Tools

## Connect With Residents and Close Leases Faster

Ninety-nine percent of prospective renters say they want to see specific apartment details. However, many properties fail to showcase unit-specific information online, making it harder for renters to envision their future homes during their search. That's why Grace Hill offers Realync's Virtual Leasing and Video Tools for multifamily clients focused on enhancing the renter experience, closing more leases, and driving better property results.



**Lease Quicker**



**Market Better**



**Retain Residents**



**Improve Operations**

# Don't Lose Leases to the Competition

Your prospective renters want to see your community, but without unit-level videos, they might choose another property. We know it can be tough to convince onsite teams to create compelling virtual tours if they are tech-averse or say they're too busy. Realync makes it easy!

## Our industry-specific solution helps you:

- Create, edit, and publish custom video content.
- Convert more leases faster.
- Track and monitor video performance.
- Maintain consistent branding across media.

**47%** Lead-to-Lease  
Conversion Rate  
With Realync!



## Deliver authentic, personal virtual experiences.

- Send personalized video follow-ups to foster meaningful connections.
- Offer customized live, virtual self-guided, or pre-recorded video tours.
- Create engaging media that drives website traffic.

Realync's unit-specific videos can also help you lease occupied apartments faster, reducing vacancy by

**5-11** days!



"Using Realync virtual tours in our paid ads strategy has helped increase conversions by 145%!"

**Angie Lombardi**, Vice President of Marketing, Franklin Group

## Create Do-It-Yourself (DIY) Maintenance Tips

Your onsite teams shouldn't have to spend their valuable time on excessive service requests for simple fixes. These minor issues can keep them from focusing on more complex repairs — which impacts your operations and resident satisfaction. That's why you need Realync.

- Create and share DIY video tutorials for common, minor requests.
- Reduce maintenance and leasing calls, freeing up time for onsite teams.
- Give residents the power to self-service minor issues quickly.

One service team **saved 1,100 work orders and 272 hours** by using videos to help residents resolve simple issues.<sup>1</sup>



## Engage Residents With Community Updates They'll Actually Watch

Residents are overwhelmed with emails, making it easy for important community updates to get lost. With Realync, you can deliver video updates that grab attention and keep residents informed.

- Simplify move-ins with informative video guides that help set residents up for success.
- Cut through the clutter with video emails sharing community news or answering specific resident questions.

<sup>1</sup> Akara Living Success Story at [GraceHill.com](https://www.gracehill.com)

# Consolidate Virtual Leasing With One Tool

Leasing teams struggle to manage and centralize processes while juggling multiple disconnected tools. It leads to scattered workflows, mixed messages with prospects, and a fragmented experience. With Realync, all your virtual leasing efforts come together in one comprehensive platform, boosting efficiency and delivering a smoother, more consistent experience for both your team and prospective renters.

Realync is your complete virtual suite for  
resident tours and communication.



**Pre-Recorded  
Video**



**Live Video Tours**



**360 Tours**



**Photos**



**Professional  
Videography**



**Virtual  
Self-Guided Tours**



**Virtual Staging**



**Analytics &  
Integrations**

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Want to learn why leading property owners and managers trust Realync?

[Contact our team today!](#)