



Realync Video Idea Checklist

45+ Videos To Attract, Engage, and Retain Renters



Whether you're looking to stand out, connect with residents, or save your team time, video can do it all. But for multifamily marketers juggling a myriad of tasks, coming up with content ideas can feel overwhelming. That's why we created this checklist with 45+ quick, high-value video ideas designed to help you confidently create content in minutes — no production crew needed!

From first-time users to Realync pros, this checklist will help you create content that connects and converts.

✓ Lease Faster: Videos That Convert Prospects

- Walk-through of an available unit (show exact finishes/layout).
- Highlights of the most popular floor plans.
- Tour of furnished vs. unfurnished model.
- Comparison of different unit types (e.g., 1BR vs. 2BR).
- Videos of community amenities.
- Local neighborhood spotlight (cafes, parks, dog-friendly spots).
- "Why Live Here" message from the property team.
- Resident testimonial or move-in story.
- Pet policy overview with examples of dog parks or amenities.
- Live Q&A video tour with a leasing agent.

✓ Move-In Playlist for New Residents

- Welcome message from the property manager.
- Meet your onsite team (leasing, maintenance, concierge).
- Where to park and unload on move-in day.
- Where to take trash & recycling.
- How to set up utilities.
- Package pickup & mailroom walk-through.
- Detailed tour showing how to access amenities.
- Calendar overview of community events or perks.
- Top 5 things to know your first week living here.
- How to pay rent online.

✓ Simplify Maintenance: DIY Tutorials and Service Process Videos

- How to reset a tripped breaker.
- How to unclog a toilet.
- How to clean/reset a garbage disposal.
- How to replace an HVAC filter.
- Troubleshooting Wi-Fi or smart home questions.
- How to turn off the water valve in an emergency.
- Fixing common issues with appliances (fridge, washer, oven).
- How to submit a maintenance request.
- Understanding what qualifies as an emergency vs. a standard maintenance request.



✓ Keep Residents Informed With Community Updates

- Monthly or seasonal community updates (e.g., pool open, snow removal).
- Resident event invites and recaps.
- Amenity rules refreshers (e.g., gym etiquette, guest policies).
- Policy change updates (e.g., pet fees, hours, access updates).
- Capital improvement or renovation previews.
- New amenity launch or spotlight.
- Neighborhood highlight or local activities.
- Friendly reminders (holiday packages, parking rules, fire safety).

✓ Increase Renewals and Move-out Efficiency

- Renewal reminder with leasing specials.
- "Why Renew?" video featuring the onsite team or residents.
- Unit upgrade options for renewing tenants.
- End-of-lease thank-you message from the team.
- How to schedule a move-out inspection.
- Step-by-step move-out cleaning checklist.
- How to return keys and fobs.
- Security deposit FAQ.

Ready to press record?



Let **Realync** help inspire your next shoot, save your team time, and turn everyday interactions into high-impact video moments.

