



Your Quick-Start Guide To Creating Leasing Videos That Convert

Easily create high-impact video content without burning out your team.

We analyzed over 148,000 renters across 900+ communities and found something big: **Prospects who engaged with Realync videos leased 47% of the time.** That's real data and real ROI.

This quick-start guide offers proven video ideas you can create now to get noticed, build trust with renters, and convert more leases. No big video budget. No stress.



Step 1: Start With the Leasing Must-Haves

Create these essential videos that highlight your community and boost conversions.

Build Your Unit Library

Capture 3–5 short videos of your most popular floor plans. These become your most-used marketing assets and consistently drive leasing results.

 [See Video](#)

Showcase What Sets You Apart

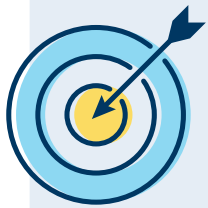
Whether it's your fitness center, pool, dog park, or lounge, compelling amenity videos help renters imagine life in your community.

 [See Video](#)

Replace Templated Emails With a Personal Touch

Follow up with quick, personalized video messages. It's a simple way to build trust and stand out in a crowded inbox.

 [See Video](#)



Step 2: Put Your Videos To Work Online

Boost engagement by meeting renters where they scroll and search.

Stay Active on Social

Post 1–3 videos each week to feature your property, team, or resident experience. Consistent posting keeps your community top of mind and drives interest.

[Get Our Free Social Media Tool Kit.](#)

Boost Listings With Embedded Videos

Add unit-level videos to ILS listings and your website. Video-rich listings get more clicks and attract better-informed prospects.

Supercharge Your Ads

Use video in paid campaigns to stop the scroll and attract more qualified leads. Video ads have higher engagement and ROI.



Step 3: Engage and Delight Residents

Use video to enhance the resident experience and improve onsite team productivity.

Showcase Resident Life

Record short clips highlighting neighborhood activities and community events. By highlighting memorable experiences, you'll humanize your brand and connect with renters.

 [See Videos](#)



Answer FAQs Before They're Asked

Create 3–5 quick videos that address common questions about maintenance, pet rules, or package pickup. This proactive information improves the resident experience and saves your team's time.

 [See Videos](#)

Simplify Move-In and Move-Out

Send short how-to videos to explain key processes. It sets clear expectations, increases resident satisfaction, and improves efficiency onsite.

 [See Videos](#)

Ready to get started?
Realync gives your team the tools to create high-impact videos that **drive real results.**

