

Grace Hill Performance Summit 2025

Video Leasing: Creating Low-Cost Yet Powerful Videos That Convert

Presented By: Kristi Fickert, SVP of Growth & Marketing at Kurie



The background consists of numerous light-colored wooden blocks, similar to those used in board games like Scrabble. Some blocks are clearly visible, showing letters such as 'F', 'E', 'A', and 'R', along with their corresponding point values (4, 1, 1, and 1 respectively). The blocks are scattered and overlapping. A semi-transparent pink rectangle is centered over the image, containing a quote in white, bold, uppercase letters.

"ALWAYS BE DOING
SOMETHING YOU'RE
A LITTLE AFRAID TO
DO."

A close-up photograph of a hand tightly gripping a rolled-up US dollar bill. The hand is positioned in the center-left of the frame, with the thumb and fingers visible. The bill is partially unrolled, showing the top portion with the number '1' and the words 'ONE DOLLAR'. The background is a solid, light purple color. The overall image has a semi-transparent purple overlay.

Doing more...

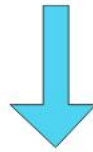
WITH LESS

RENTERS TODAY

SO, WHAT ARE THEY DOING?



**DISTRACTED
SHOPPING**



**TOURING
LESS**



**RESEARCHING
MORE**

WHAT WE THINK THE CUSTOMER JOURNEY LOOKS LIKE:



WHAT ACTUALLY HAPPENS:



—
**Get 1%
better
every day.**

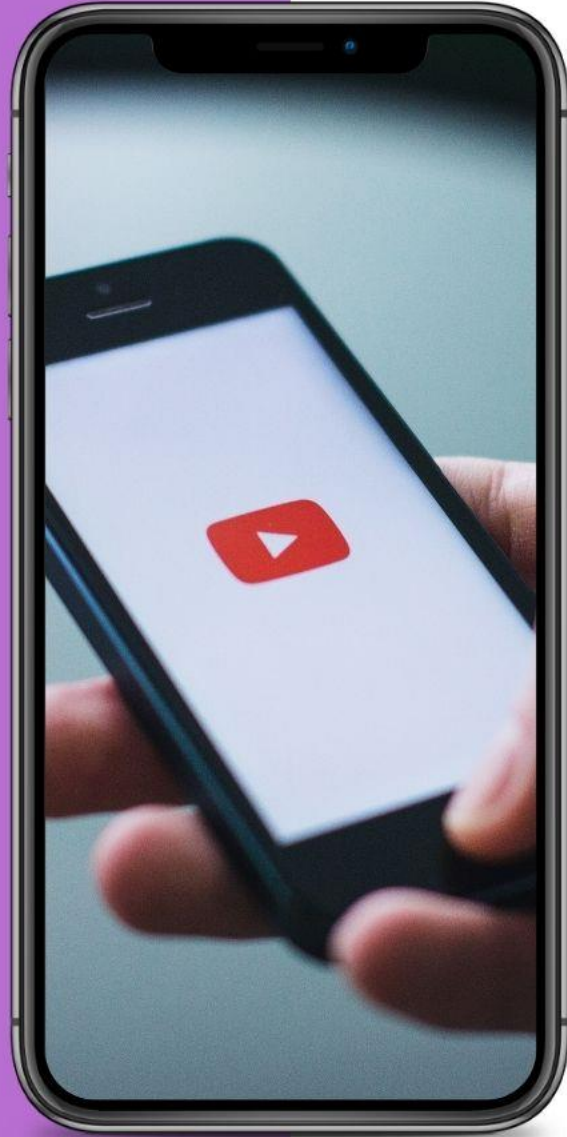
LOOK
[AWARENESS]

LEARN
[PERSUADE]

LEASE
[TRANSACTION]

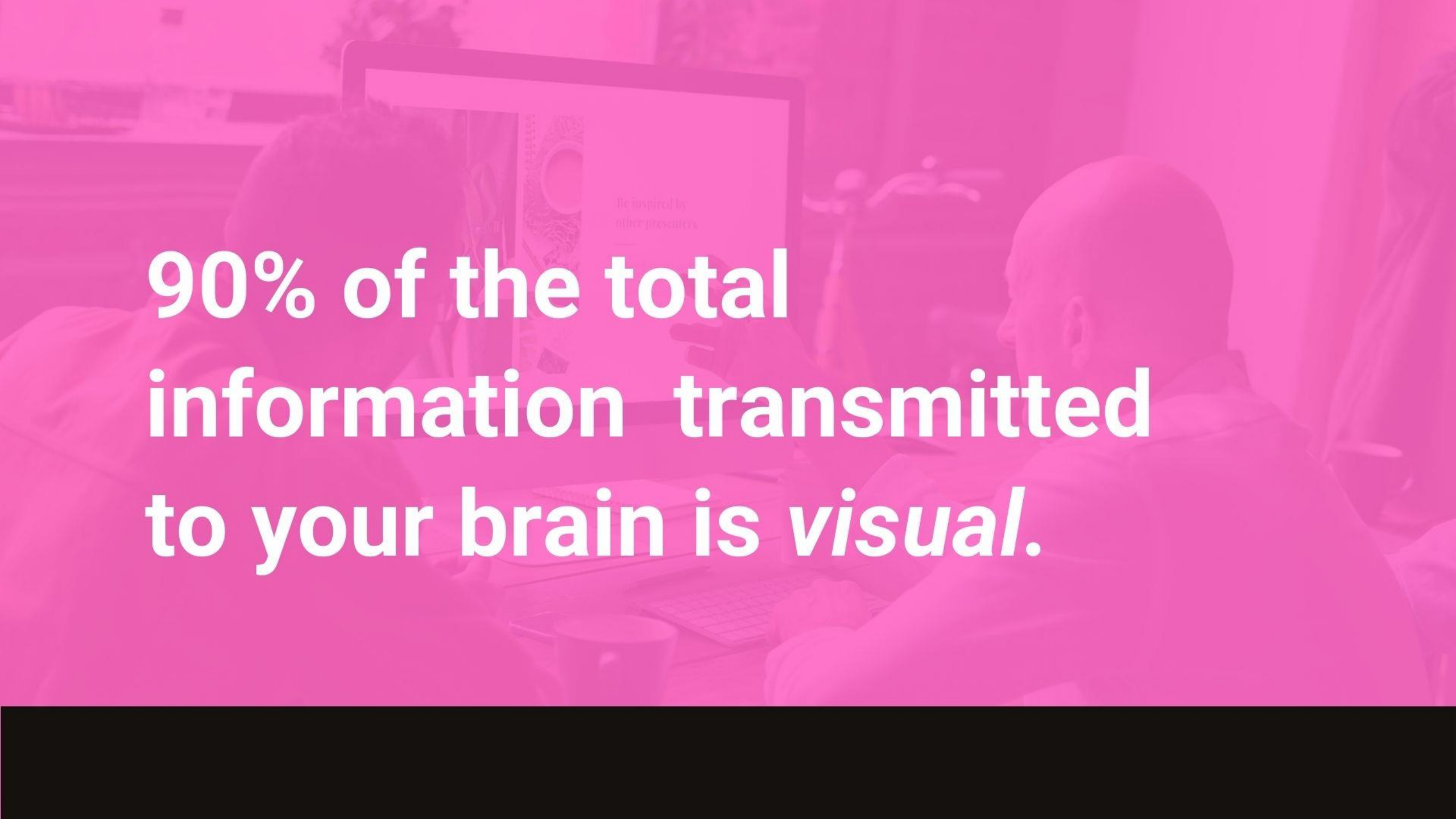
LOVE
[NURTURE]

**72% of consumers
would rather use
video than any
other channel to
learn about a
product or service**



**66% of consumers
say encountering
content that isn't
personalized would
STOP them from
making a decision.**

Communities embracing video leasing will net more leases than those using traditional methods.



**90% of the total
information transmitted
to your brain is *visual*.**



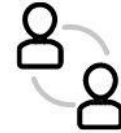
You have to be everywhere.

Because renters are touring less.

SIMULTANEOUSLY SOLVING THE PAIN



TIME



DIFFERENTIATE



REMOVE FRICTION



LEVERAGE INTEL

Meet Robert.



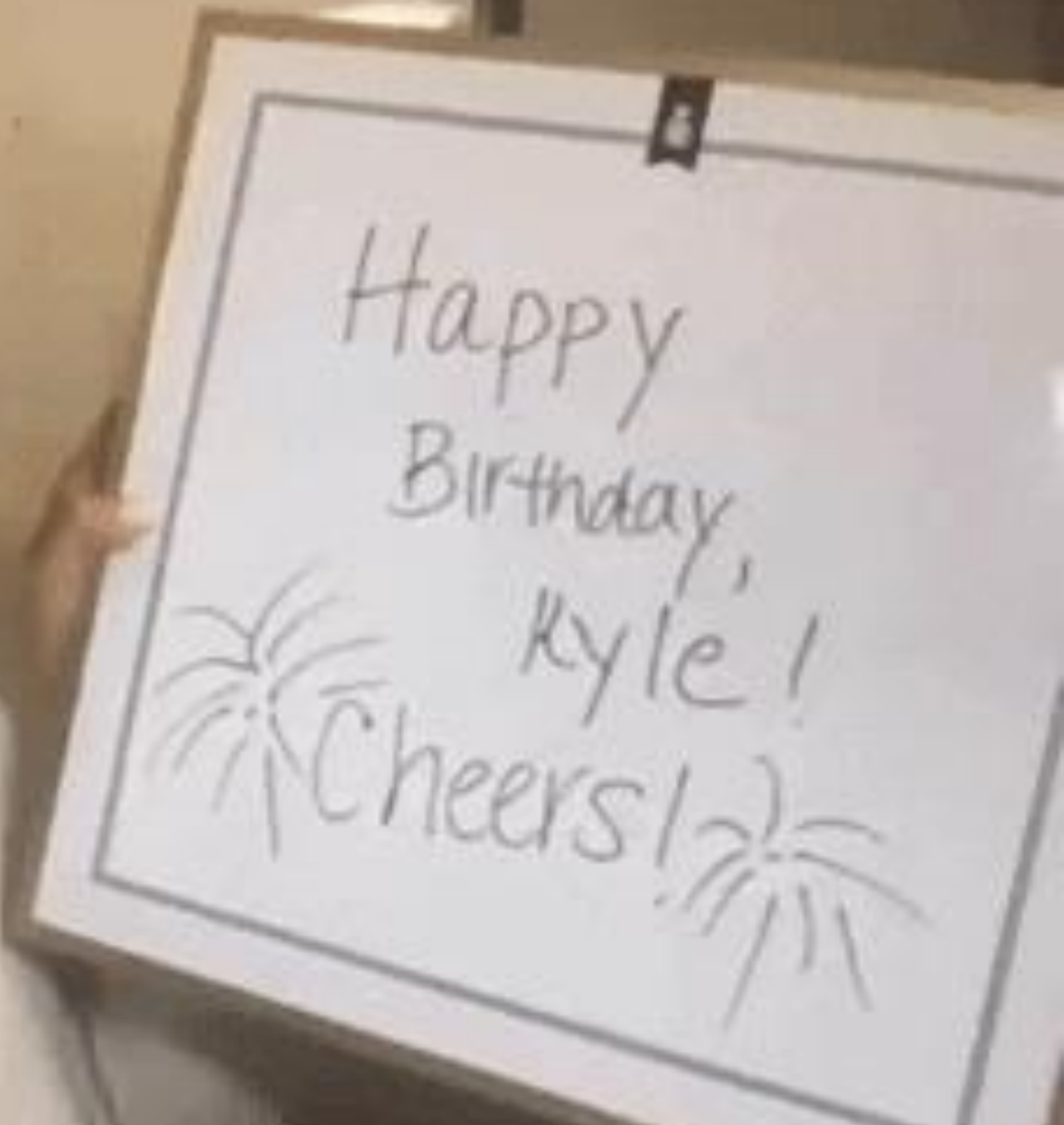


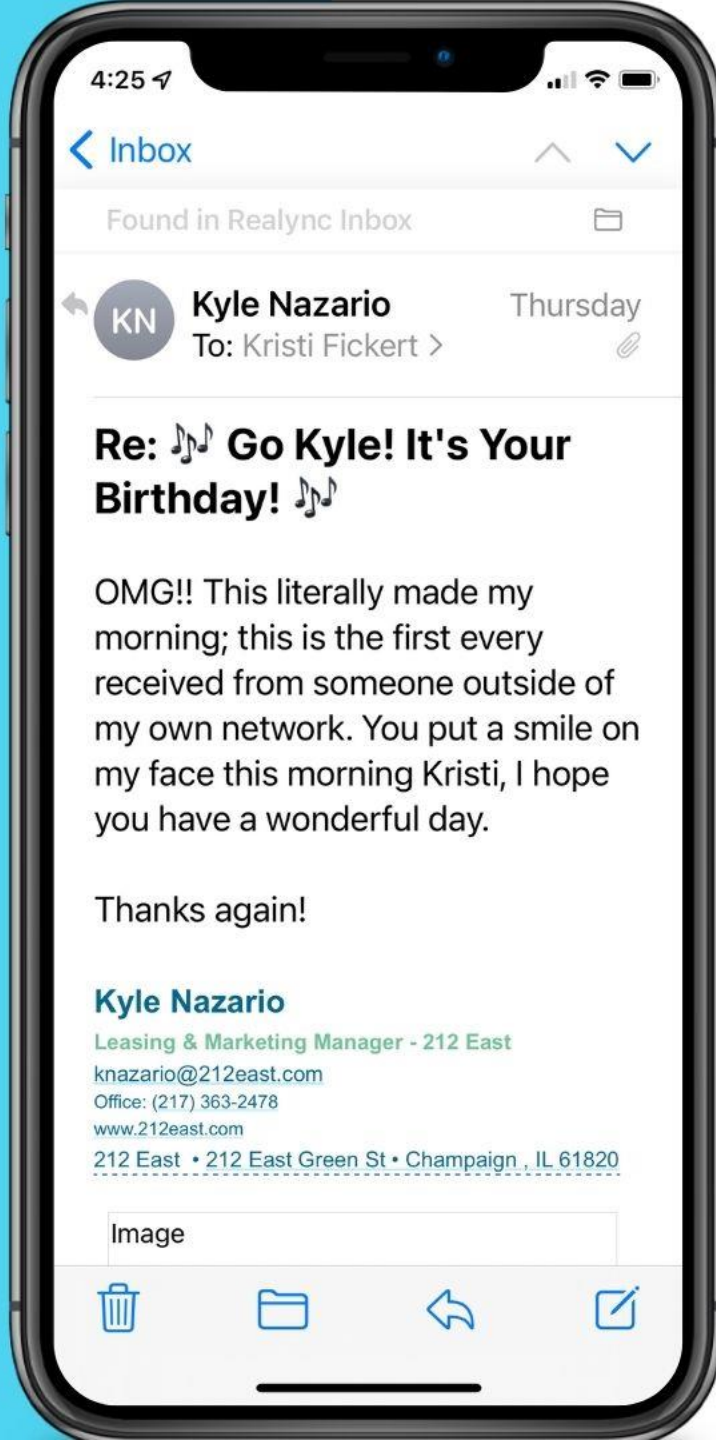
Brandon is building a
brand...*and* a
relationship.



Smiling faces are hard to forget.

celebrating YOU!





"You can't be
cool without
being
authentic."

- Nick Tran, Head of Global Marketing, Tiktok



Hello.

High fives.



Heightened
Experiences.



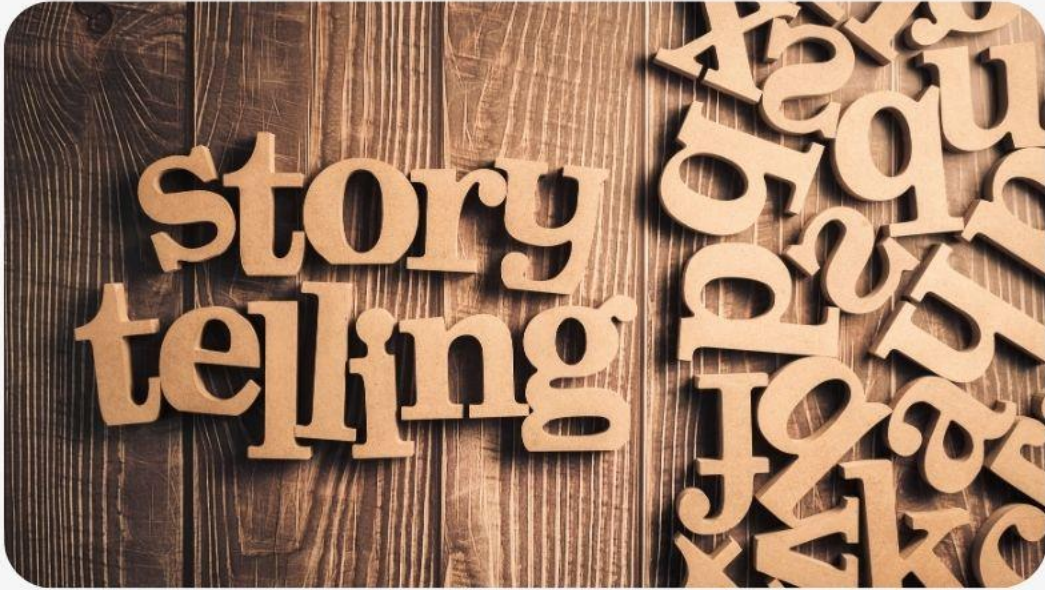




Meet DJ.



Anything can be turned into a story.



1 Give exclusive "behind-the-scenes" access

2 Get inspired with FAQ's

3 Show off your team

Reduce the customer workload



1

Offer to connect in a way your comps aren't: Pre-Tour, Return Tour, Pre-Renewal

2

Include CTA's that lead to the next action

3

Provide quicker fixes



Level Up Your Video Game



Use a stabilizer & shoot in clips

Speak 20% louder

Body language can help you

Lighting is key

Use assumptive close terminology

Tone is interpreted differently

Map your customer touchpoints.

ALL OF THEM.



Video 1: Personalized Gif

10 Minutes

1. Determine your theme
2. Record yourself with movement for 7-8 seconds
3. Upload video to giphy.com
4. Download/save gif



Video 2: Introduce Yourself

15 Minutes



1. Create a script
(verbally)

2. Document your
script (written)

3. Record your video
(30 seconds max)

Video 3: 60 Second Interview

15 Minutes

1. Formulate 3-4 questions

2. Record the interview

3. Review+improve



Video 4: 1 Minute Message

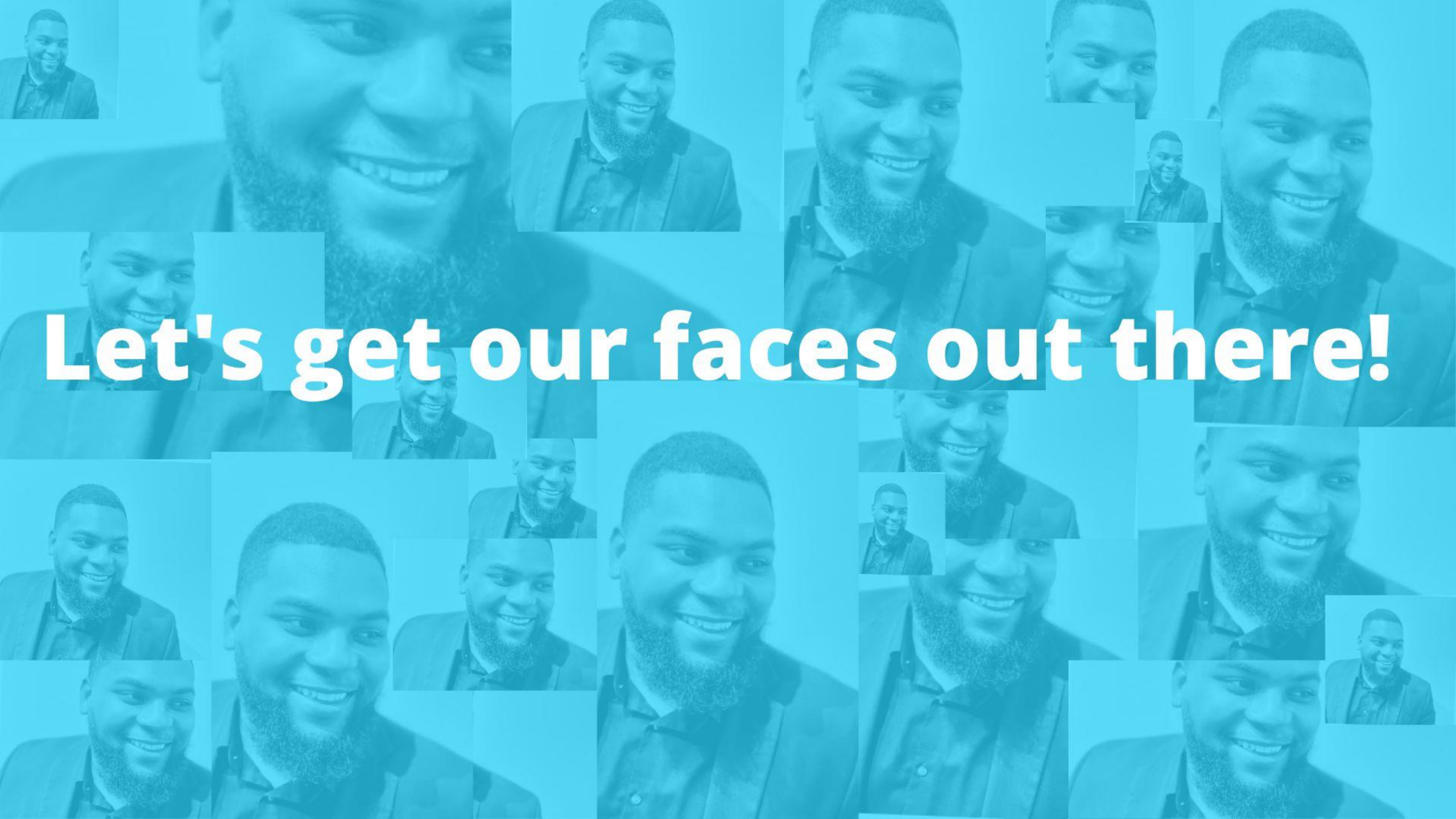
15 Minutes

1. Determine the purpose

2. Record the message
(60 seconds max)

3. Who will you share this with?

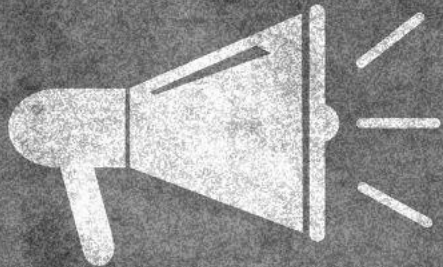




Let's get our faces out there!

STORY INSPO

Leasing & Marketing



1. Pre-tour what to expect
2. Personalized unit tour
3. Walking tutorial (how to get from parking to leasing office)
4. Virtual tour recording for roommate/spouse
5. Questions renters should ask before applying

1. Candid resident testimonials
2. Neighborhood walking tour, showcasing points of interest
3. Meet the team (learn who will take care of you once you move in)
4. "Year ahead" review, promoting planned activities, improvements and plans
5. Hard hat tours/construction progress

STORY INSPO

Operations & maintenance

1. Renewal meetings
2. Amenity area tutorials
3. Communicate policy changes
4. Respond to ratings/reviews
5. Communicate move-out process/FAQ's



1. "How to" fix common service requests (breakers, disposals, etc.)
2. Day in the life of a service tech (and how their processes work)
3. Meet the team & familiarize faces
4. Post-work order follow up
5. What to expect during unit inspections



Key Takeaways

Pick two and schedule them on your calendar.

1. Get your team using the same tool and methodology, consistently.
2. Incorporate regular video training into your LMS modules
3. Assign your team specific, concise content to produce
4. Have a system for managing & sharing content that protects the data and the org
5. Use video to communicate with your team - walk the talk
6. Start with internal video production
7. Create a gif
8. Create a follow up video
9. Create an intro video that can be linked to your business card
10. Give renters the option to tour virtually and make that option as easy as possible for them



THANK YOU.

 @KristiFickert

 @KrisFickert

 @KristiFickert

kristi@kurie.us

www.kurie.us

513.236.3154

