**CRISIS RESPONSE**

Another way RealPage is helping to protect your residents and employees while ensuring your business continuity.

# Your Property Deserves to be in the Spotlight!

*Shine Brighter with RealPage® Content Services.*

Taking professional photos of your property is an industry standard. Deliver more immersive content that will engage prospects with RealPage Content Services! Communities that leverage our services are seeing a significant increase in direct traffic and engagement, resulting in more, better-qualified leads.

## WHY?

Your prospects expect to know more about your property before they lease online or engage with a leasing agent. "Online Shopping and E-Commerce", a Pew research study released at the end of 2016, confirms that today, Americans rely on the digital world for purchasing goods.[1] According to the survey, 80 percent of Americans now shop online, compared to 22 percent just 16 years ago.

Rich, interactive photography, Matterport® and video, floor plans and interactive tours, and copy services tell your community's story. Rich content sets you apart from the competition, enables prospects to get engaged, and allows them to experience your community before they arrive on site.

**Help protect your leasing staff and prospects by encouraging virtual tours of your communities. Interactive Site Maps, 3D Renderings, Storybooks, Virtual Tours, and Virtual Staging contribute to creating a digitally immersive experience.**

**REALPAGE**
OUTPERFORM

1 http://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/
https://www.propertymanagementinsider.com/online-shopping-ecommerce-multifamily

# Help prospects and residents visualize their next home with virtual content

**RealPage Content Services provides content services you need to stand out.**

## CONTENT SERVICES VIRTUAL PRODUCTS



**Interactive Site Maps:** Interactive Site Maps immerse future residents in a complete interactive experience, allowing them to view locations of units, buildings and amenities, in an enriched content experience.

ISM Demo



**3D Renderings:** 3D Rendings is the process of creating realistic imagery of the interior or exterior of your community using 3D elements.

3D Rendering Samples



**Storybooks:** Bring your property to life with a cinematic storybook video that highlights the indoor and outdoor amenities of your community. Created from up to 10 client-supplied images.

Storybook Demo



**Virtual Tours:** A virtual walkthrough of each layout utilizing imagery from your 3D floorplans.

Virtual Tour Demo



**Virtual Staging:** The addition or replacement of interior furnishing and objects using 3D imagery. Great for showcasing spaces needing rennovations and if you do not have a staged unit available.

Virtual Staging Demo

Utilize RealPage digital content across ALL of your marketing channels and leasing collateral **WITHOUT RESTRICTION!**



For more information, visit:
**www.realpage.com**
**or call 1-87-REALPAGE**