

About Realync

Realync is multifamily's only Fair Housing compliant video leasing and engagement solution that enables do-it-yourself video and live video tours of properties. With Realync, you can truly engage with each prospective resident to show them exactly what they need to see, when they need to see it.

Make your real estate real time and get touring today!

To request a personalized demo or your own enterprise account, email sales@realync.com



How a Leasing Agent Took a Cold Lead to a signed Application in Just 22 Minutes

Implementing new technology can be time-consuming and costly. With all that on-site teams are asked to do, it can be challenging for them to carve out adequate time to learn a new software platform. As a result, it often takes months to even begin using a new tool, and longer still for them to realize a return from their investment.

That was not the case for leasing agent Jess Dixon at The Franklin Johnston Group's Springhouse Apartments in Virginia. Fresh off of Realync training the day prior, Jess put Realync to use immediately and reaped the instant benefits.

Springhouse Apartments is in an area that produces a high amount of military and out-of-market leads, so it was not unusual for Jess and the team to have to scrap together ways of showing the property to prospective residents. The day after Realync training, a fresh inbound lead came in via a phone call, but the prospective resident was unable to schedule a visit to see the community during business hours.

Jess proposed a Realync live video tour during this prospect's lunchbreak and immediately scheduled the tour while sending additional collateral. As soon



"I would recommend Realync to any leasing professional looking to connect with prospects. It's a fun, easy, interactive way to close deals."

— Jess Dixon
Leasing Agent, The Franklin Johnston Group

About The Franklin Johnston Group

Headquartered in Virginia Beach, VA, The Franklin Johnston Group is one of the nation's most experienced multifamily management and development companies with over 16,000 units in the Mid-Atlantic and Southeast.

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as they connected on the live video tour, the prospect commented how excited she was that Springhouse had the option to tour the property virtually and that no other apartment community had offered her a similar opportunity.

Jess started the tour in the clubhouse and then proceeded to walk to the apartment unit so that the prospect could see the parking lot, landscaping, mailboxes, and other community features. Upon arriving at the apartment, Jess was able to ask her prospect what she cared most about and was interested in seeing inside the unit. Discovering that her prospect cared most about the kitchen, Jess was then able to tour the unit with a focus on what mattered most to her prospect – all while building the relationship and showing exactly what she was interested in seeing.

Jess had this to say about personalizing the Realync tour for her prospect, "I feel like a lot of the time when touring, leasing agents will show what they believe people will want to see instead of taking the time to get to know the prospect and figuring out what's important to them. They want to see what they want to see."

Following the tour of the apartment unit, Jess continued the Realync live tour and showcased all of the amenities before completing the tour back at her desk in the leasing office. By that point, her prospect had seen all that she needed to and was ready to sign! **The total time to close? 22 minutes!**

Prior to Realync, Jess and the Springhouse team tried to use Facebook Live. They also tried to record their own videos for prospects, but nothing proved as easy and effective for showcasing their property to prospective residents as Realync. And nothing has proven a faster ROI for their team, either. Less than 24 hours after launching Realync at Springhouse, the team had a new lease signed!

"With our volume of out-of-market leads, Realync was something that we knew would be an invaluable leasing tool for our communities across The Franklin Johnston Group portfolio. Seeing how easily Jess and the Springhouse team picked up Realync and the immediate success that they found, very quickly showcased just how impactful the platform can be. Realync is an easy way for our teams to interact with prospects and showcase their space in a transparent way, and, at the end of the day, that makes all the difference."

—Angie Lombardi
Vice President of Marketing, The Franklin Johnston Group