



## COMMUNITY CASE STUDY

Multifamily community modernizes self-guided tours with Rently's wayfinding navigation

### AT A GLANCE

#### SOLUTIONS IMPLEMENTED

- Self-guided Touring
- Wayfinding Technology

#### RESULTS

- Saved 45 mins set-up time per tour
- Doubled customer satisfaction ratings



*"Self-guided tours became a necessity for us during the Covid pandemic. In the rental climate that followed, this modern and convenient approach to touring apartments remained very popular with our prospects and onsite teams. When Rently added wayfinding navigation, we immediately recognized how this dynamic feature aligns with our renters' expectations and mobile device habits. Rently's wayfinding helped us significantly increase our customer satisfaction ratings and self-guided tour closings ratios."* - **Community Manager**

### OBJECTIVE

This real estate company is privately owned and fully integrated, specializing in the investment, redevelopment, and management of multifamily assets. Its current portfolio is comprised of over 28,000 rental homes in California, Washington, Arizona, Nevada, Colorado, and Oregon, including 95 communities.

The challenge for this company was how to offer rental prospects the convenience of self-guided touring in their "garden-style" communities where several buildings are spread across a single location. Renters often did not know what to do once they arrived at a property for a scheduled tour, or they had difficulty finding the unit to tour. Creating tour instructions for each unit was very time-consuming for onsite leasing agents.

### SOLUTIONS

They added Rently's new [wayfinding navigation](#) feature to their existing self-guided touring solution. Their renters now enjoy real-time, dynamic mapping that guides them directly to the unit they wish to tour. The touring experience is greatly enhanced, with many properties now doubling their tour ratings! In addition, leasing agents save significant time by eliminating the need to manually input directions for each tour.

### BENEFITS



Dynamic mapping appeals to tech savvy renters' preference for on demand services.



Leasing staff saves 45 mins per unit when activating self-guided tours.



Make a positive first impression on prospects with a frictionless touring experience.