

# 4

## MUST-HAVE APARTMENT LISTING FEATURES



### Increase your ILS conversion rate

Are internet listing sites part of your property marketing mix?

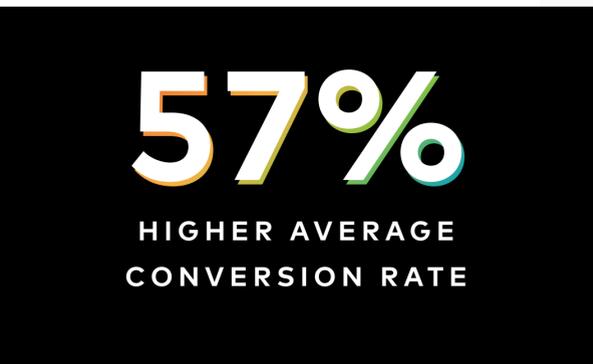
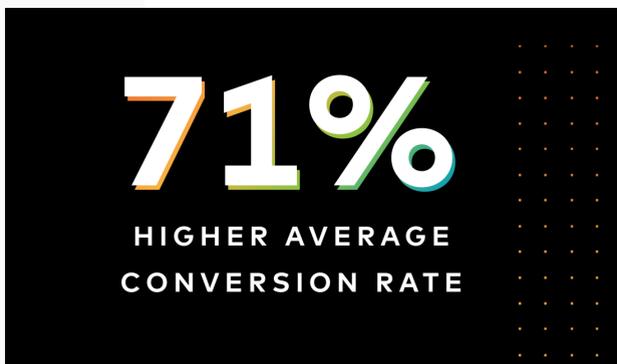
If you're like most apartment communities, the answer is probably yes.

But if you want your listings to actually work — attract and convert renters — then these are the 4 features you need. **The data says so!**



#### Tour scheduling

Allow renters to self-schedule tours



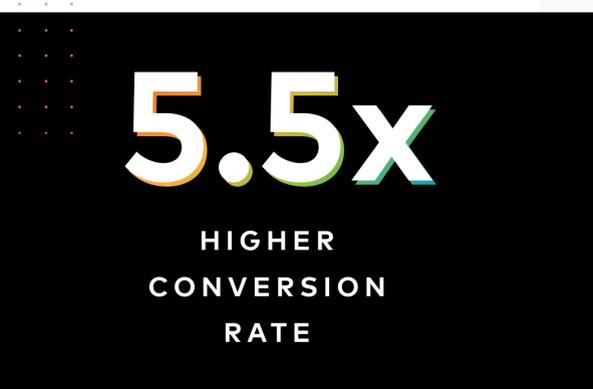
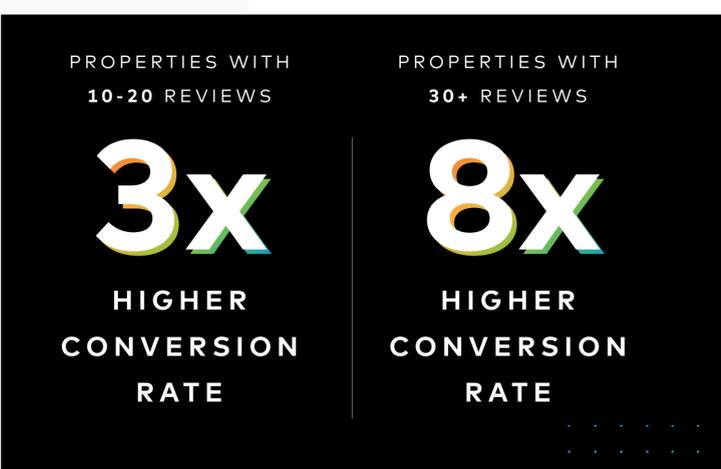
#### Virtual tours

Go virtual to get renters' attention



#### Reviews

Influence renters' decisions



#### Online leasing

Make it easy to lease online

Make your ILS listings more successful by adding tour options, reviews and leasing tools today. And remember, ILSs are just one part of a balanced marketing strategy.