




→ Marketing Your Rental in 2022 and Beyond

A webinar by  *turbotenant*

This webinar will be recorded and emailed to you after our session ends.

**By the end of today's session,
you will:**

- Understand Your Spending
- Nail the Basics
- Identify Trending Tools
- Engage in Live Feedback

Marketing Spend →



LET'S TALK MONEY

How much should you spend on marketing?

- **Answer varies based on**
 - How many units you manage
 - Your average tenancy
 - Your average vacancy cycle
 - Your overall budget

Did You Know?: The U.S. Small Business Administration reported that B2C service companies spent **11.8%** of their annual revenue on marketing in 2019.

LET'S TALK MONEY

Maximizing Your Marketing Spend

1. Make a plan
2. Leverage:
 - Offline tactics
 - Flyers, business cards, "For Rent" signs
 - The latest tools
 - *You're in the right place!*
 - Your sphere of influence
 - Word-of-mouth marketing is free



LET'S TALK MONEY

Maximizing Your Marketing Spend

3. Track what works (and what doesn't)

- Refine your strategy over time

4. Save your receipts

- Marketing expenses are tax deductible



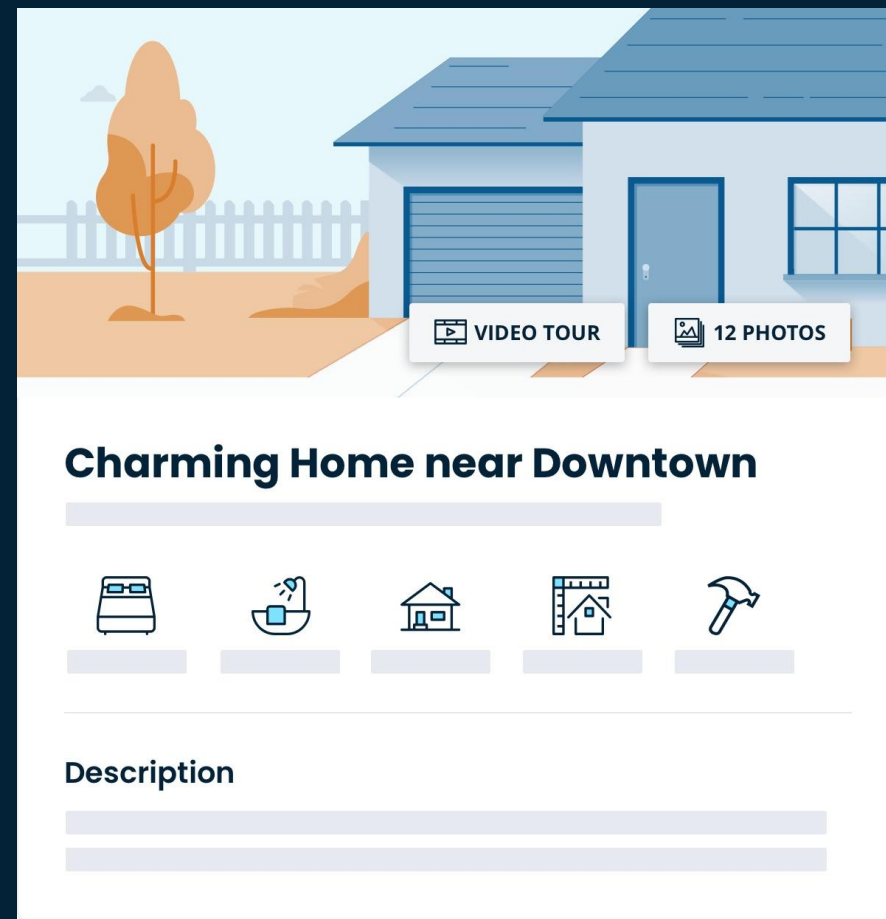
Nail the Basics →



THE BASICS

The Components of a Successful Listing

- Well-shot photos
- Engaging and honest description of the unit
- Contact/application information



RENTAL PROPERTY PHOTOGRAPHY

PICTURE THIS: You, taking better pictures!

- Good pictures are the fastest and easiest way to market your listing
- Basics:
 - Turn on all lights
 - Align vertical and horizontal lines
 - Turn off ceiling fans
 - Avoid reflections
 - Go wide, but not fisheye
 - Show off your amenities



What Not to Do



What Not to Do



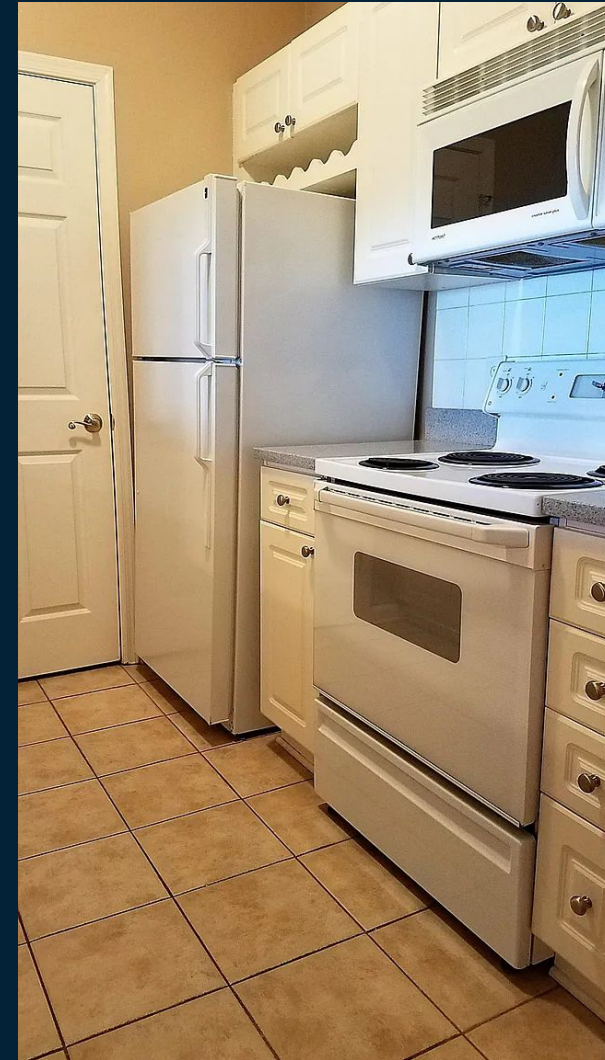
What Not to Do



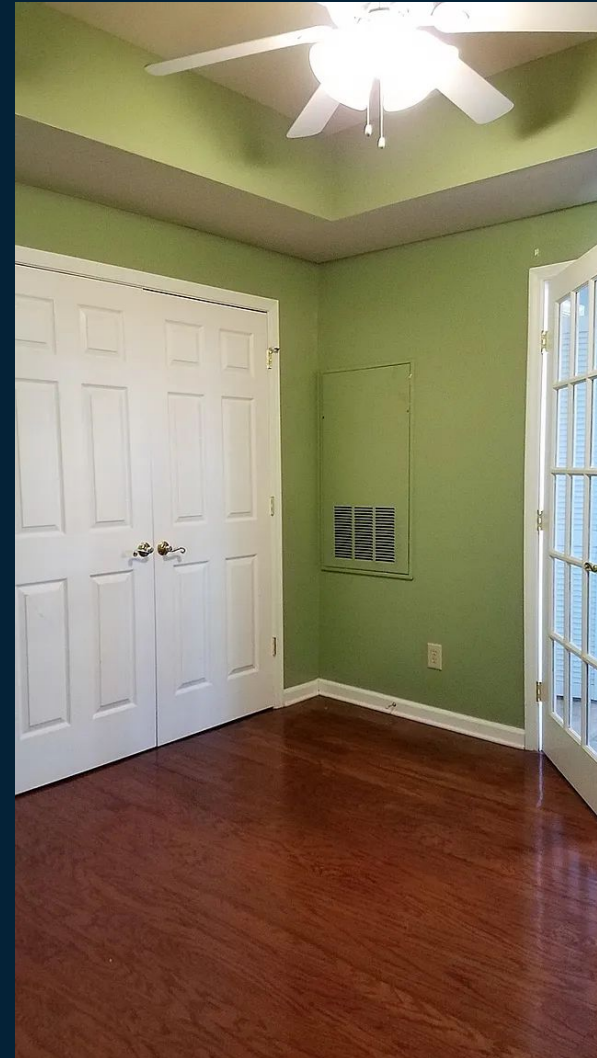
Comparison



Comparison



Comparison



Comparison



RENTAL PROPERTY PHOTOGRAPHY

Going Above and Beyond

- Drone photography
 - If your rental calls for it, this can be a great way to show off an expansive property or beautiful surroundings
- Twilight photography
 - Tricky to do right due to low lighting
 - Can be great for high-end properties



LISTING DESCRIPTION

Write a Great Property Listing

- Include:
 - Compelling headline
 - Rent and security deposit
 - Basic details
 - Bed/bath count
 - HVAC
 - Washer/dryer
 - Kitchen appliances



LISTING DESCRIPTION

Write a Great Property Listing pt. 2

- Include:
 - Amenities
 - Recent renovations
 - Parking accommodations
 - Property requirements
 - No smoking, pet-friendly, etc.
 - Utility information
 - Neighborhood facts
 - Your contact info



Pro Tip: Start with the highlight reel - but don't go overboard with hyperbole or exclamation points!

LISTING DESCRIPTION

Follow Fair Housing Laws

- **Do not reference:**
 - Family or marital status
 - Sex and gender
 - Disability
 - Religion
 - Color, race, or national origin



Learn About Trending Tools →



TRENDING TOOLS

Tech to Write Better: DIY

- Grammarly
 - Cost: \$0
 - Function: AI-powered software that checks grammar, punctuation, spelling, word usage, and tone
 - Benefits: Polishes your writing



TRENDING TOOLS

Tech to Write Better: \$

- Listing.ai
 - Cost: \$12/session
 - Function: AI software learns how to generate the best listing description based on your input
 - Benefits: You can revise one piece of writing up to six times without additional fees



TRENDING TOOLS

Tech to Write Better: \$\$

- BoxBrownie
 - Cost: \$28 for up to 150 words
 - Function: Industry professionals use your photos to create unique copy
 - Benefits: Boasts a fast turnaround time and a great understanding of what potential tenants are looking for



TRENDING TOOLS

Rental Property Website

- Amplifies your existing TurboTenant listing
- Formalizes your brand
- Makes you searchable and thus in better position to reach prospective tenants



Pro Tip: TurboTenant makes it easy for you to embed your listing directly into your website. **And the best part?** If you make changes to your listing with TurboTenant, your website will update automatically!

TRENDING TOOLS

Build Your Website: DIY

- Wix
 - Cost: \$0
 - Function: Create a website using one of their customizable templates
 - Benefits: Easily integrates with TurboTenant's listing embed, automatically provides search engine optimization



TRENDING TOOLS

Build Your Website: \$

- GoDaddy
 - Cost: \$14.99/mo. for Premium
 - Function: Craft your perfect website with appointment booking, social posting, and a business phone number built in
 - Benefits: Expands your reach beyond your website with their social boosting features



TRENDING TOOLS

Build Your Website: \$\$

- Squarespace
 - Cost: \$23/mo. paid annually
 - Function: Optimizes your site for mobile visitors so they can enjoy Squarespace's stunning, customizable templates
 - Benefits: Look more professional than ever with a custom domain name and email address



TRENDING TOOLS

Virtual Tours

- Attract more applicants
- Accommodate more interest and a variety of schedules
- Increase application conversions by directing viewers to fill out a TurboTenant application afterward
 - Shorten your vacancy cycle



TRENDING TOOLS

How to Use Virtual Tours

- According to Homee:
 - Including footage of communal and outdoor areas
 - Add general virtual tours to your website to boost engagement



TRENDING TOOLS

Virtual Tour Creation: DIY

- Smartphone
 - Cost: \$0 (assuming you own a smartphone already)
 - Function: Use your phone to record a video walkthrough.
 - Benefits: Cost-effective way of showing your property off



Pro Tip: Up the quality without breaking the bank by investing in a gimbal (\$99), which smooths out your video footage.

TRENDING TOOLS

Virtual Tour Creation: \$\$

- Asteroom
 - Cost: \$109.99 (assuming you own a smartphone already)
 - Function: Leverage their complete kit to transform your smartphone into a virtual tour creator.
 - Benefits: Total control of the tour creation process, plus the kit is reusable



Virtual Tour Creation: \$\$\$

- Matterport
 - Cost: \$3,395 for Pro2 3D scanning camera + \$69/mo
 - Function: Produce the most beautiful, seamless virtual tours with this dedicated tool.
 - Benefits: Enjoy robust customer support and create up to 25 active spaces accessible to five users



BONUS TOOLS

Free Business-Builders

- **Zoom**: Go the extra mile and offer one-on-one video tours so you can answer questions in real time.
- **Google Calendar**: Never lose track of your schedule again with this easy-to-use calendar.
- **Floorplanner**: Create your own floor plan in a few clicks.
- **TurboTenant**: Leverage our industry-leading syndication network to post your listing across the web *for free*.

LIVE FEEDBACK

Your Listings, Our Feedback

- [Welcome to the Jungle](#)
- [Catch the Whitefish](#)
- [Houston, We Have No Problems](#)



Sources

- [Acceptable Photo Guidelines](#)
- [How to Make a Great Rental Property Listing](#)
- [How to Use Virtual Reality for Real Estate Marketing](#)
- [U.S. Small Business Administration](#)
- [5 Tips for Taking Amazing Property Photos](#)
- [15 Ways to Make Your Property Descriptions More Inclusive](#)

