

How To Create The Best In-Location Experiences for Your Property Management Firm

Your residents are both your clients and your best advertisement for your properties. Make sure they are getting the kind of experience that makes them stick around and recommend your agency or community to their friends and family.



Here are a few ways to give your residents the best possible in-location experience.

- 1 Keep residents informed**

Communication is the key to providing the best possible service to your residents. Keep them informed up-to-the-minute with digital signage displaying messages like recycling day notices, weather alerts, or event schedules. With Raydiant, you have access to over 150,000 templates that help you create highly-visible, impactful signage quickly and easily--without the need for a designer.
- 2 Create a better office and reception area**

When residents visit the office or common area for your property, it's a chance for them to interact with your company. Make sure the experience is a pleasant one. Raydiant can help provide offices with an inviting ambiance with its unique audio capabilities. You can use apps to play and schedule any one of hundreds of professionally-curated mood-based playlists to set the mood.
- 3 Bring your resident community together**

One of the best ways to inspire loyalty among your residents is to help them feel like they are a part of something bigger. Creating a digital community board in your common areas can give your residents a chance to share photos, promote their next gig, or advertise their new business. You can even create a social wall that encourages residents to like, share, and follow your company and each other.
- 4 Manage multiple properties more easily**

Managing multiple properties requires serious organization. Thankfully, Raydiant's cloud-based remote platform makes things as simple as possible. You can log on from anywhere in the world with an internet connection to create and deploy new signage, manage content access, or even change up the music, any time you want.
- 5 Provide better self-showings**

As the property management industry trends towards self-showings, you'll want to stay ahead of the game. With Raydiant, you can mount a screen or even a self-service Kiosk in vacant or display properties that provide prospective renters with listing information, high-quality photos, and even videos of the unit, your property, and your community. You can even add a webcam to enable videoconferencing, allowing self-showers to have a live conversation with one of your property managers while they are there in the unit.