

# How to safely reopen your property management company and thrive



## 1. Make amenities and common areas on large properties social distancing-friendly.

In larger properties like apartment complexes, safely opening much-loved amenities like swimming pools and fitness rooms will be tricky. However, with an adjusted floor plan and proper safety precautions, your residents can still enjoy these facilities. Make sure to post notices to let residents know things like new occupancy limits, cleaning protocols, or reduced hours to aid in compliance.

## 2. Utilize smart self-showings to keep the flow of business going.

Showing properties is a huge concern for many management companies. However, new advances in technology such as smart locks and digital signage have made smart showings easy to manage. Raydiant lets you supercharge self-showings with engaging multimedia displays that show off the property, your facilities, and your company. With the ability to use video conferencing on your display screen, prospective tenants can even ask property managers questions and chat before, during, and after self-showings.

## 3. Reduce operating costs with cutting edge tools.

Cutting costs is going to be an essential step for any business' COVID-19 response. Fortunately, new tools on the market help you reduce many of your operating costs. For example, many of your signage and messaging tasks, such as posting recycling collection day or event notices can be centralized and made more efficient with a digital signage network. This also reduces the cost and waste of printed paper signs. A kiosk in your management office can answer many of your residents' questions 24/7 and reduce staffing needs at the front desk.

## 4. Post safety procedures and helpful information where people will see them.

It takes all of us to stop the spread of COVID-19. Many states require that businesses post notices, but even if yours doesn't it's still a good idea to help residents and employees keep everyone safe. Remind people to wash their hands frequently, cover their face, and maintain a safe social distance. Provide helpful phone numbers and contact information for testing centers for people who might feel ill.

## 5. Step your social media game up to draw more interest with less foot traffic.

With your ability to welcome people onto your properties and into your offices significantly affected, it's time to turn to the internet to spread the word. Raydiant gives you the ability to create engaging social walls that residents love and want to take part in. Place them in common areas to drive engagement and encourage residents to follow, like, and share. Provide a hashtag for people to use when posting photos. There is simply no greater advertisement for your property management company than pictures of happy, smiling residents.

We're here to help your property management business thrive, even in difficult times.

**Try Raydiant risk-free or request a demo today.**