



INDUSTRY INSIGHTS

Multifamily must-haves^{sun}

How CRE tech and data can help
you stay ahead





Embracing CRE tech in the listing process isn't just about adopting the latest trends—it's about unlocking new opportunities. By integrating the right tools into your listing process, you can turbocharge efficiency and expand your reach to untapped audiences.

Explore these essential multifamily listing practices—elevated by the adoption of CRE tech.

Essentials for listing your multifamily property



DEMOGRAPHIC DATA ANALYSIS

Pair your canvassing efforts and market knowledge with AI-driven predictive analytics tools to quickly identify trends and preferences within your target market.

Tailor your marketing campaigns around these results and include your analysis in relevant listing materials. If you're using Buildout Showcase, our AI-assistant AL can help curate your property data into engaging descriptions across your collateral.



SURVEY POTENTIAL TENANTS OR BUYERS

Use an online survey tool to ask your demographic profiles about their housing preferences, lifestyle choices, and which amenities they prioritize when choosing a rental property.

Analyze the results to create an invaluable resource for potential buyers and prove the viability of your rental market. You can also repurpose survey responses to use in your marketing materials.



VISUAL MEDIA SOLUTIONS

High-quality visuals are crucial in capturing the attention of potential buyers or renters alike. Employ virtual reality to give immersive tours of floor plans, leverage aerial 360s and interactive site plans to highlight the full scope of your location, or transform a plot of land into a vision of the future with a 3D rendering.



SOCIAL MEDIA AND EMAIL MARKETING

Automate your marketing efforts to create and distribute visually appealing docs across social media platforms, listing sites, email lists, and more.

The best tools will present performance data for your marketing campaigns in a way that will make it easy to spot opportunities for adjustments to increase open rates and lead conversions.