5

WEBSITE
FEATURES
THAT CONVERT
RENTERS

Want to turn lookers into leasers? These features are proven to convert at higher rates according to a study of 3,130 property websites

1. LIVE VIDEO TOURS

Offer agent tours via video to renters who aren't ready or able to visit
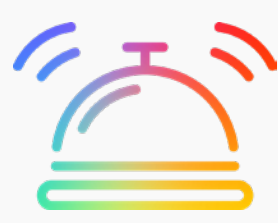
36.03%
CONVERSION RATE

2. RENTCAFE® CHAT IQ

33.66%
CONVERSION RATE

Answer questions & provide help instantly with a smart, conversational bot

3. FRONT DESK WIDGET

Make it easy to chat, text, call, email & schedule visits from any page

27.90%
CONVERSION RATE

4. SELF-GUIDED TOURS

19.78%
CONVERSION RATE

Let prospects book unstaffed tours at times that work for them

5. NUDGE MARKETING

Encourage site visitors to take the next step with timed messages & offers

15.64%
CONVERSION RATE

Potential renters want engaging website features that help them

- See apartments on their terms
- Get instant answers & support
- Take the next step with confidence

"Optimizing for organic traffic to your website is only the first step. You **must also optimize for conversion** to turn a high volume of visitors into rent-paying residents."

ESTHER BONARDI
VP of Marketing
REACH by RentCafe

REACH
by RentCafe®

DIGITAL MARKETING AGENCY