WEBSITE FEATURES THAT CONVERT RENTERS

Want to turn lookers into lessees? 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.
   - Conversion Rate: 36.03%

2. REACH by RentCafe data from 3,130 apartment websites, July-September 2022
   - Conversion Rate: 27.90%

3. FRONT DESK WIDGET
   - Make it easy to chat, text, call, email & schedule visits from any page.
   - Conversion Rate: 19.78%

4. SELF-GUIDED TOURS
   - Let prospects book unstaffed tours at times that work for them.
   - Conversion Rate: 15.64%

5. CONVERSION RATE
   - Encourage site visitors to take the next step with timed messages & offers.
   - Conversion Rate: 33.66%

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 data from 3,130 apartment websites, July-September 2022