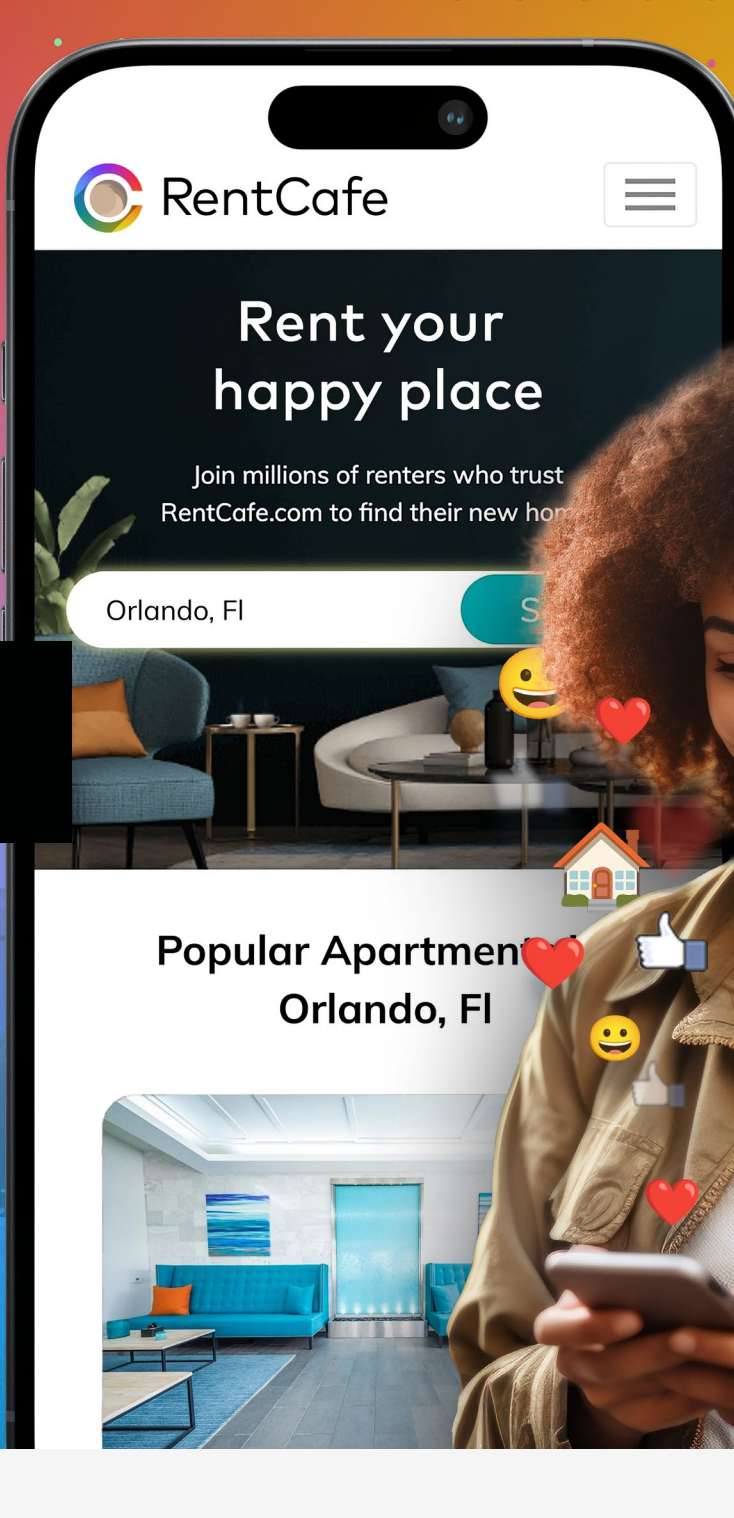


Is your ILS working for you?



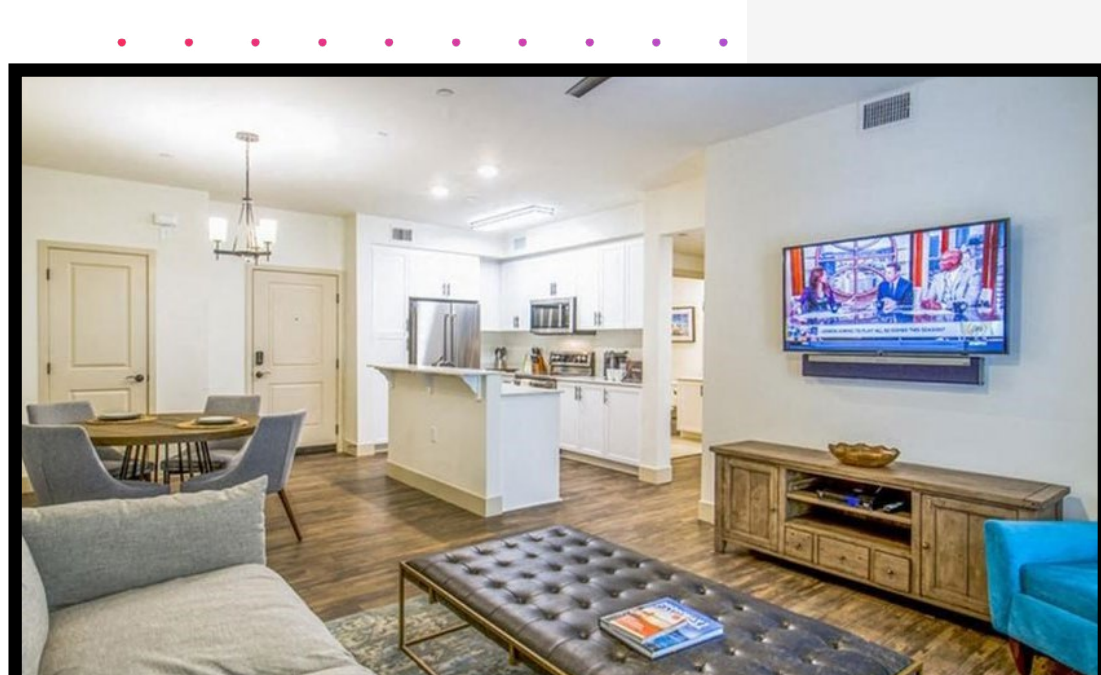
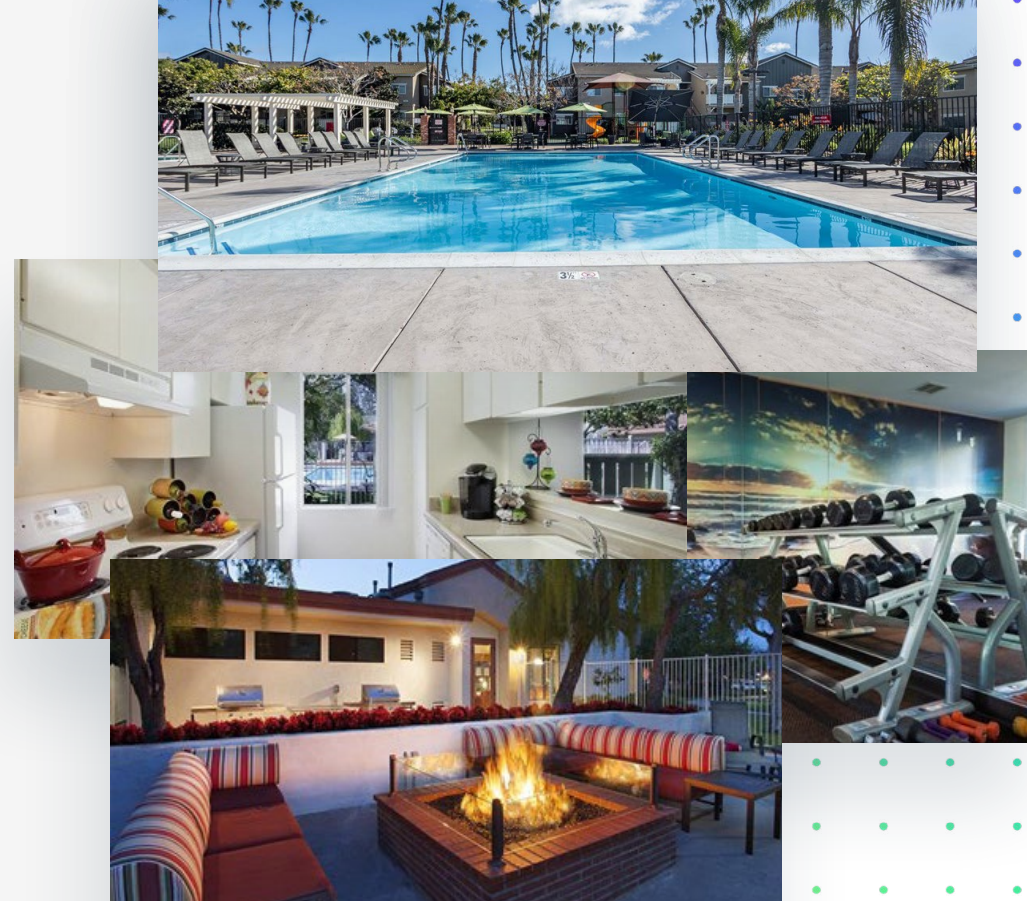
You're paying to list your vacancies on some of the top apartment listing sites. But are they paying you back — with leads? Here are the 7 features an ILS should have to help you get the best results.



Unlimited photos

Data shows that having 20+ photos will **increase conversions 9x**. Make sure your listings let you show off.

[Watch video](#)

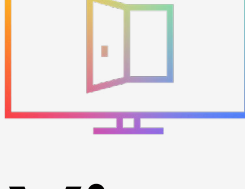


Unit-level photos

Unit-level photos and tours help customers decide an apartment is a good match, so your **leads are more qualified**.

Did you know?

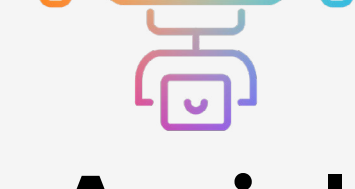
74% of renters say that interior photos are the most influential.



Virtual tours

Today's renters want to tour before they visit. **82% of renters** say virtual tours of individual floor plans is "important" or "very important."

[Watch video](#)



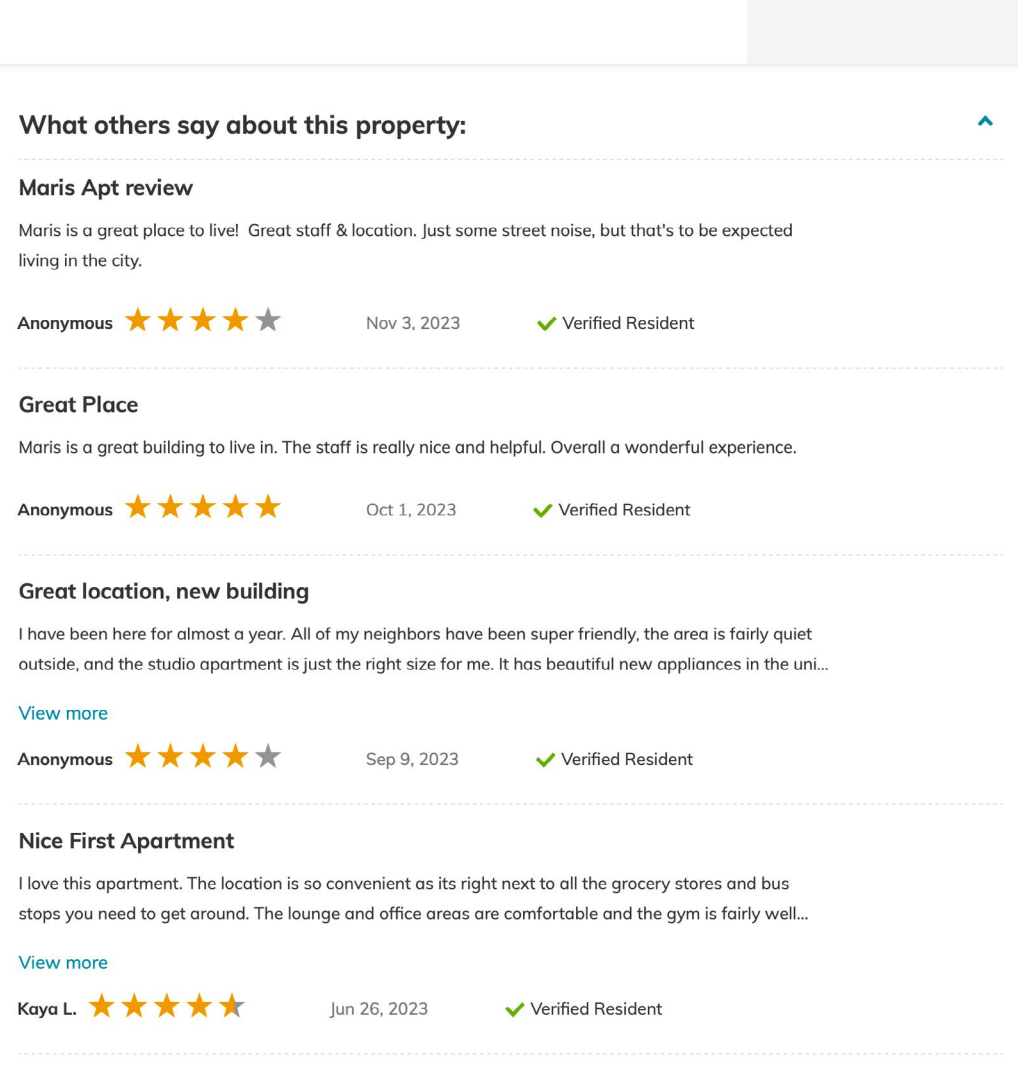
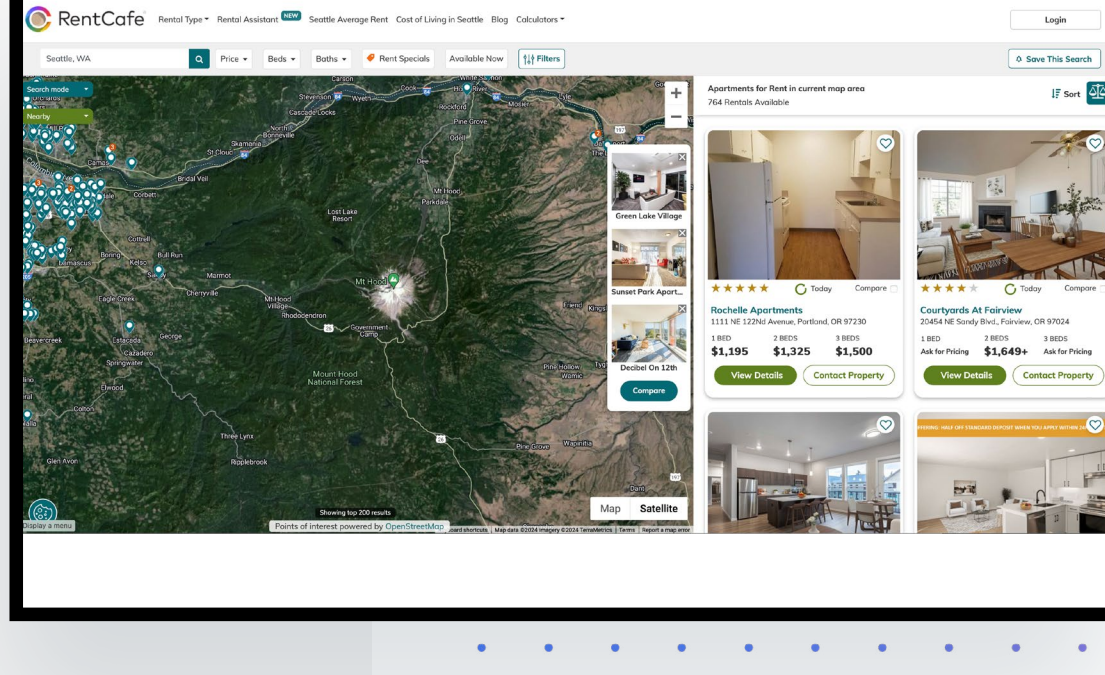
Aerial views

Show off the view from above! Listings on RentCafe.com that have Google aerial views receive **85% more engagements** and **32% more leads** than those without.



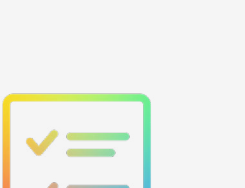
Side-by-side comparisons

Renters rated side-by-side comparisons in the **top 3** most helpful features. Can renters see how your listings stack up?



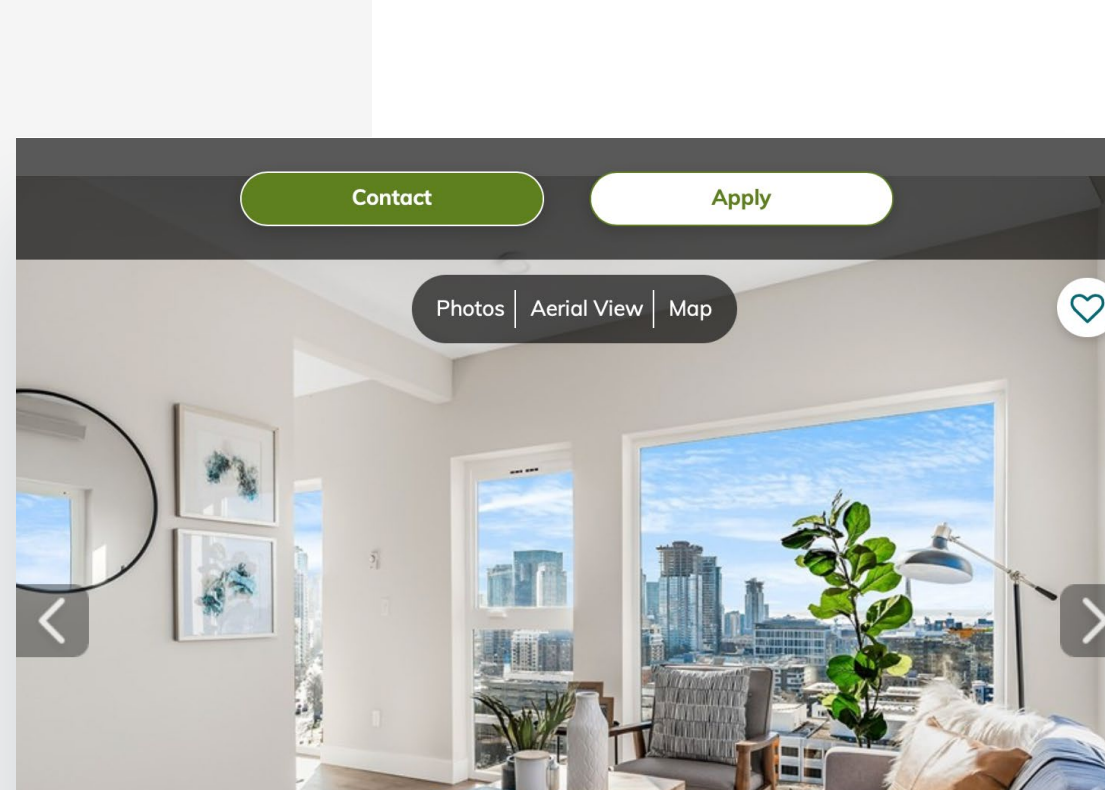
Reviews

Having 30+ reviews **increases conversions 8x**. Your listings should make it clear that you have fresh, authentic reviews that highlight top-rated features.



Online applications

Help renters take the next step right away. The ability to apply directly from a listing **increases conversions 8x**.



Seeing is believing

If you want to see results from an ILS, your listings should make it possible for renters to see themselves living at your community. **Is your ILS working for you?**



DIGITAL MARKETING AGENCY

SOURCES

RentCafe.com 2024 renter preferences survey, 10,110 respondents

RentCafe.com U.S. listing study, Nov. 2022-Oct. 2023

RentCafe.com 100,000 video view data, Jan.-March 2024