

Tour Strategies During COVID-19

Our Agency Leasing brokers are actively showing available space via virtual, video, and in person tours, and are continuing to incorporate new ideas. The tour is the crucial first step to drive successful leasing.

Contact **Sara Maffey** with questions.



Virtual Tours

We create virtual tours with 3D platforms and videos of available space, common areas and amenities for prospects and brokers to experience assets remotely. Video also showcases occupied space, which is no longer open to visitors.

We Consider Video vs. 360° Tours

- Cost analysis and return on marketing dollar investment
- Hosted video walk-throughs vs. self guided 360° click-through tours
- Audience ease of use and navigation
- Quality of photography, renderings, video, and equipment
- Readiness of the space/existing conditions
- Space preparation: clean, free of distractions and branded



CHECK IT OUT:

For tips on video tours, watch [“Social Connectivity x Social Distancing”](#) with Transwestern’s Digital Media Manager Anthony Katsivalis.



MORE QUESTIONS FOR ASSET SERVICES?

Contact **Katie Sakach** or **Brett Williams**, who head up our Asset Services group.



In Person Tours

In-person tours are engaging and effective in conveying the building brand. As states lift shelter-in-place restrictions, rethink this leasing method in the context of this pandemic.

We Plan for Success

- Partner with on site property managers to understand updated Asset Services protocols
- Consider how to greet guests and build rapport ahead of the meeting
- Communicate PPE protocols to tenant brokers ahead of time
- Time the tour around peak demand and/or reserve a freight elevator
- Send building brochures and virtual tours to guests before meeting

We Prepare the Path

- Schedule tour with management, security and cleaning teams
- Unlock and open to clean, vacant space with lights on before the tour
- Ensure COVID-19 signage is visible
- Highlight touch-less technology



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