

# Cage Match

Leasing Agent vs. Self-Guided Tour Performance





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# Why Offer Self Guided Tours?



61%

leases from prospects that toured via self guided tour

50%+

prospects that did *both* a guided and self guided tour



# Defining a Self Guided Tour





**INMHC** **OPTECH**  
CONFERENCE & EXPOSITION



@ApartmentWire  
#OPTECH19

# Self Guided Tours and Risk Management



1.7%

prospects refused access to the community  
because of the likelihood that they are fraudulent





# How to Self Guided Tours Impact the On Site Teams?



19%

prospects who took 4+ self guided tours  
of the same home before leasing



# Speed to Tour, Frequency of Tours, and Overall Convenience



20%

prospects who self tour outside of regular leasing hours

+86%

lease conversion rates for self guided tours over agent-led tours when both options are offered



# What is the Future Impact of Self Guided Tours?



# Thank you!



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