

10

ways  
**PropertyPhotos™**  
adds value to  
your website







PP property photos

photography | floor plans | matterport | videos





# | contents

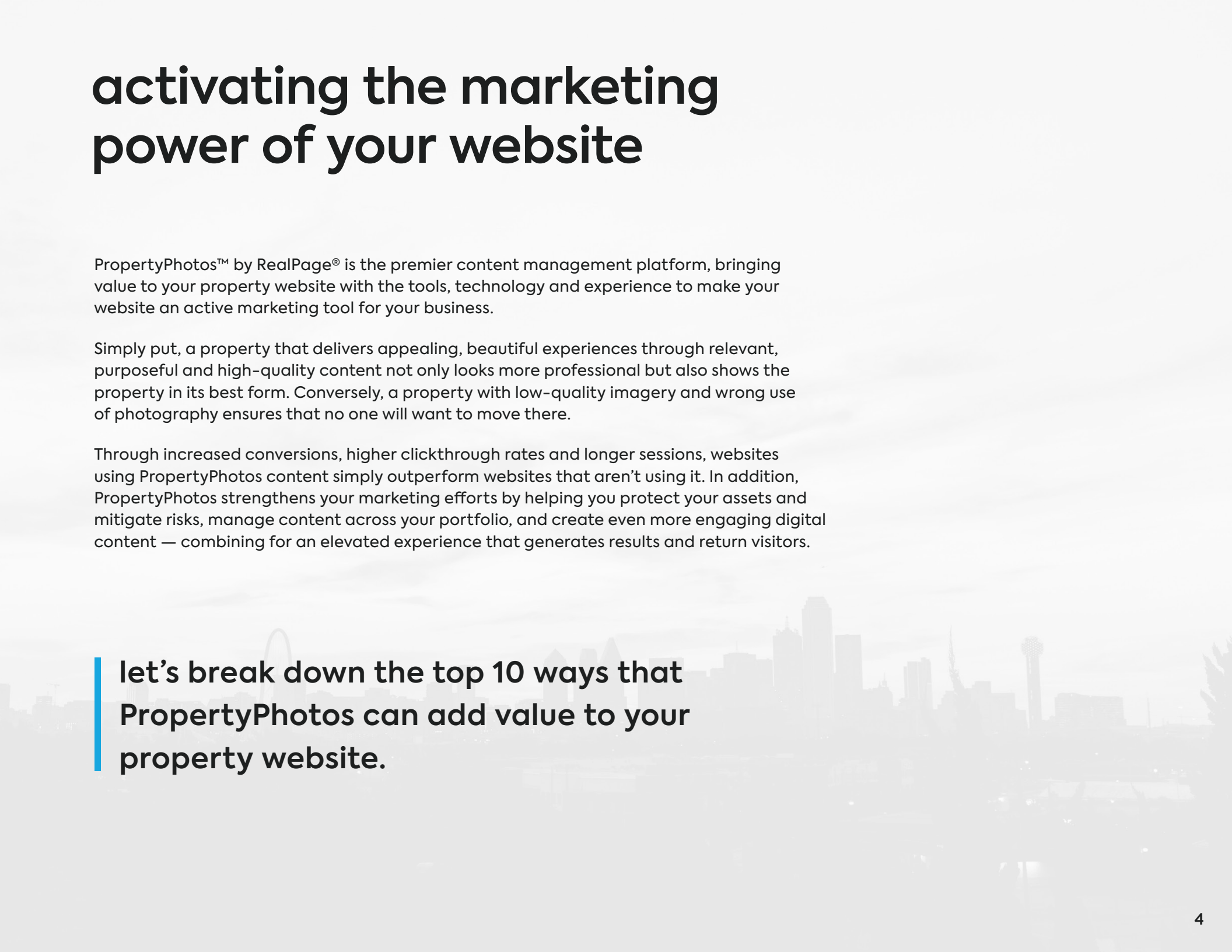
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# activating the marketing power of your website

PropertyPhotos™ by RealPage® is the premier content management platform, bringing value to your property website with the tools, technology and experience to make your website an active marketing tool for your business.

Simply put, a property that delivers appealing, beautiful experiences through relevant, purposeful and high-quality content not only looks more professional but also shows the property in its best form. Conversely, a property with low-quality imagery and wrong use of photography ensures that no one will want to move there.

Through increased conversions, higher clickthrough rates and longer sessions, websites using PropertyPhotos content simply outperform websites that aren't using it. In addition, PropertyPhotos strengthens your marketing efforts by helping you protect your assets and mitigate risks, manage content across your portfolio, and create even more engaging digital content — combining for an elevated experience that generates results and return visitors.



**let's break down the top 10 ways that  
PropertyPhotos can add value to your  
property website.**



# engage

**in a study of over 100,000 units, websites with PropertyPhotos converted 53% higher.<sup>1</sup>**

<sup>1</sup>based on RealPage research



## 1. raising clickthrough rates (CTR)

Websites using PropertyPhotos content solutions showed a 60% increase in clickthrough events when compared to those who did not. This includes a comprehensive suite of community photography, floor plans and online tours (both 3D Virtual and Matterport).

## 2. longer sessions through engaging content

Average session times increased by more than 13% when including high-quality PropertyPhotos content that included a mix of informative, interactive and response-driven elements. Increased engagement does the legwork to better qualify your leads by allowing prospects to explore your community from the comfort of home.

## 3. increased conversions through personalized content

Personalizing content specific to your audience has been shown to directly affect conversions. PropertyPhotos Digital Asset Management enables you to better manage the high volume of content needed to execute a personalization strategy, utilizing a combination of automated keyword tagging based on industry-standard terms and personalized tagging to give you more control.

# protect






## 4. safeguarding your digital assets and reputation

PropertyPhotos Digital HealthCheck works to protect your property's content from misuse by providing a detailed list of where and how your content is being used online. You can proactively remove fake listings and request takedowns from sites that are illegally using your content.

## 5. mitigating risks in copyright noncompliance and security issues

With more and more copyright lawsuits emerging in the real estate market and litigation ending in fees totaling millions of dollars, remaining in compliance is critical to your business. PropertyPhotos offers a solution that will search your portfolio and flag any content that may pose a risk — and provide alternative access to safe content to use in its place.

The screenshot displays the PropertyPhotos Digital HealthCheck dashboard. At the top, there's a search bar and navigation links for 'Manage', 'HealthCheck™', and 'Create'. Below the search bar, there are tabs for 'My Properties' and 'My Media'. The main section is titled 'Lofts of Main' and shows the address '1407 Main St, Dallas, TX 75202'. A 'Take Action!' section provides instructions on deleting flagged assets or replacing them with custom content. A 'Digital Assets Flagged' section shows a progress bar indicating 57 out of 200 assets are flagged. Below this, a table lists 'Found Domains' with 20 entries. Each entry includes a checkbox, a thumbnail image, the PropertyPhotos ID (273951112), a 'Details' link, a list of flags (Copyright, Watermark, Inappropriate, Low Quality), and the number of found domains (8 or 1) with a link to the domain.

Found Domains	20
<input type="checkbox"/> Select All	
<input type="checkbox"/>  PropertyPhotos ID: 273951112 <a href="#">Details</a> <ul style="list-style-type: none"><li>• Copyright</li><li>• Watermark</li><li>• Inappropriate</li><li>• Low Quality</li></ul> Found Domains (8) <a href="http://www.apartments.com/livemainstreetlofts.com">www.apartments.com/livemainstreetlofts.com</a>	
<input type="checkbox"/>  PropertyPhotos ID: 273951112 <a href="#">Details</a> <ul style="list-style-type: none"><li>• Inappropriate</li></ul>	
<input type="checkbox"/>  PropertyPhotos ID: 273951112 <a href="#">Details</a> <ul style="list-style-type: none"><li>• Copyright</li><li>• Low Quality</li></ul>	
<input type="checkbox"/>  PropertyPhotos ID: 273951112 <a href="#">Details</a> <ul style="list-style-type: none"><li>• Copyright</li><li>• Watermark</li><li>• Inappropriate</li><li>• Low Quality</li></ul> Found Domains (1) <a href="http://www.apartments.com">www.apartments.com</a>	
<input type="checkbox"/>  PropertyPhotos ID: 273951112 <a href="#">Details</a> <ul style="list-style-type: none"><li>• Copyright</li><li>• Watermark</li><li>• Inappropriate</li><li>• Low Quality</li></ul> Found Domains (1) <a href="http://www.apartments.com">www.apartments.com</a>	



# manage

## 6. improving your SEO

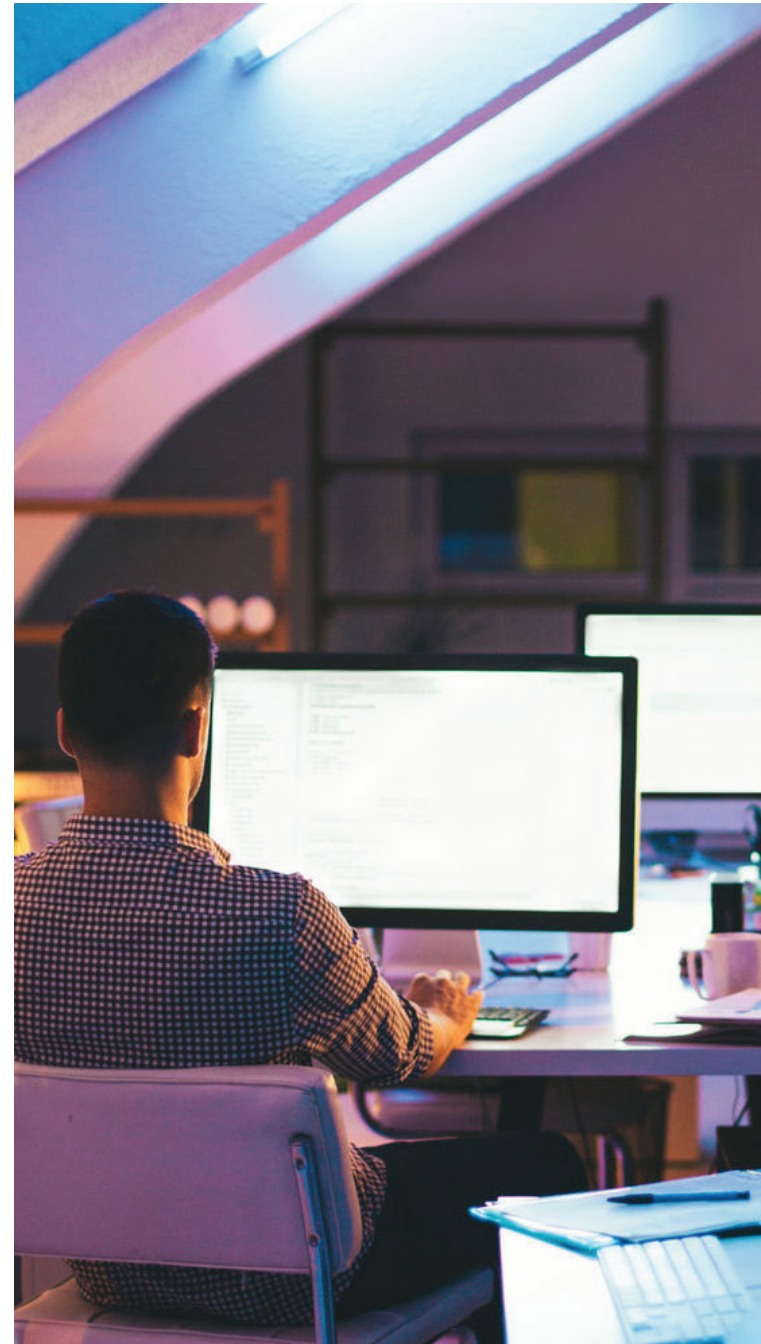
The ability to change out your online content regularly supports a healthy Google “freshness” score that can pull your website to the top of search results. PropertyPhotos makes it easy to manage a large volume of content to support routinely refreshing your website content. Each subscription includes a site visit, and top tiers include multiple audits throughout the year, so that we’re producing content for you while regularly keeping your website updated and performing at its best.

## 7. reducing marketing costs

Often when marketing can’t locate the content they need, they’ll purchase new content. PropertyPhotos makes it easy to search for and find existing assets that can be repurposed, edited and reused to avoid excessive marketing spend to create new looks and features in your digital materials. If you still find yourself needing new content, PropertyPhotos offers competitively priced content solutions.

## 8. accessing centralized, secure storage from anywhere

Store and host all your digital content from one centralized, cloud-based storage solution. Reduce the risk of losing valuable, branded content on your local desktops due to employee turnover, accidental spills or crashed hard drives. PropertyPhotos makes it easier for multiple authorized users to access, upload, store and search all of your content from a dedicated portal using keywords and filters.



# create

## 9. professional content creators at your fingertips

We only work with professional photographers, animators, copy editors and videographers with industry-specific experience. Our talented professionals create top-shelf, high-quality content that will make your website stand out from the competition.

## 10. access to new emerging technologies

We offer the latest technologies to support your marketing needs, from 3D imagery to virtual tours to drone videos. With the growing expectation to offer an alternative to an on-site visit, PropertyPhotos offers virtual touring options that can be easily added to your website and enable your prospect to remotely tour the community in safety, convenience and comfort.



drone shot .....

virtual tours





find out how to activate the  
marketing power of your  
community website today with  
PropertyPhotos from RealPage.

click to visit online:

digital asset manager →

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