



8 FOOLPROOF WAYS TO IMPRESS FIRST-TIME RENTERS

Small details that make a big first impression.

- ✓ Give them an educational guide that explains what they should know before signing a lease (even if it's not at your property).
- ✓ Ensure you have thoughtful and detailed FAQs on your website.
- ✓ Provide clear guarantor communication and fee calculators.
- ✓ Send detailed move-in checklists and timelines.
- ✓ Communicate in a way that sounds human instead of overly corporate.
- ✓ Translate all of your resources for international students.
- ✓ Offer consistent follow-up before move-in day.
- ✓ Leverage AI-powered chat tools, like [Funnel](#), that answer common leasing questions around the clock.

