









SHOWCASE YOUR  
FLEXIBILITY

The market may be suffering at the moment, but the bounce back will happen. Businesses, individuals and families are always going to require property; many businesses may be downsizing as the economic impact of the coronavirus pandemic takes hold, but there will still be a need for physical space.

What's more, MDs and CEOs could use the crisis as an opportunity to look critically at their business operations.

Rent and property costs are often some of the largest outgoings for a company, and as leases come to an end, innovative property companies have the opportunity to get front and centre, demonstrating how their commercial property solutions can provide businesses with the flexibility they need.

The picture is a similar one for residential property firms. With multiple generations now sharing a roof under lockdown, families will be reassessing if their home gives them the space they need.

Whether being cooped up in quarantine has made exhausted parents realise that they yearn for a bigger garden or a study to escape to, or adult children realise they need to fly the nest and set up their own home, it wouldn't be surprising if many of us start 'window shopping' for new properties, browsing listings online to feed their dreams of post-lockdown space.



**STAY CONNECTED**

To encourage tenants and buyers in their window shopping, it's more important than ever that you make sure your properties are being seen by prospective tenants at the right stage in their customer journey.

Keeping your property listings up to date, with well-optimised copy, high-quality photos and clear descriptions, is obviously critical. But there's plenty more than can be done well before your audience gets to the browsing stage.

If you have a GDPR-compliant database, now is the time to make the most of it with original, authentic and engaging email content. Put yourself in the shoes of your tenants and buyers – what are they likely to be interested in right now?



Whether it's inspiration for new home décor schemes to help while away the lockdown hours, or signposting vital government support to businesses, make sure you tailor your content to your audience. It goes without saying that all content should be sensitively written; we're living through a pandemic, after all, so it's important to check that all external communications are appropriate to current circumstances.

If you can provide your audiences with the content they need right now, this will not only position yourself as a company keen to help, but will also mean that you're front of mind when your audience move on to the exploration and browsing stage of their property journey.

A person with dark hair is wearing a black VR headset, adjusting it with both hands. In the background, a computer monitor displays a grid of colorful application icons. The scene is set in a room with a wooden desk and a mouse visible in the foreground.

THINK OUTSIDE  
FOUR WALLS

What about those tenants who are close to signing on the dotted line, but the coronavirus lockdown either ground things to a halt, or they've decided to press pause until economic conditions improve?

Or, how about those who have resolved to move on in their property journey once we're through the worst, and want the experience of viewing a property from the comfort of their own home?

VR has come on in incredible leaps and bounds in recent years. An increasing number of property companies are offering virtual viewing to clients, allowing prospective buyers or tenants to explore properties 24/7. From headset 'walkthrough' experiences to 360 online tours, there's plenty you can do to showcase your property.

Even for those properties still in the planning or construction phase – and even if work has paused for now – there is still value in offering a virtual experience. Investigate how you can use 3D imaging technology to reach your buyers and tenants remotely, to help keep them engaged and excited by the prospect of their future home or workplace.

