



Capture your **space** in a new light

Having a dynamic online presence is becoming increasingly important for multifamily residential properties to generate qualified leads. Google virtual tours can solve that problem by providing property managers with immersive experiences to showcase and market spaces from anywhere, at any time.

Improve organic search, increase views and generate more leads with virtual content on your Google listing.

LCP360 and Pinnacle partnered to demonstrate how multifamily properties that leverage virtual tours with Google My Business were more likely to increase their traction on a variety of metrics, including searches, views, phone calls, website visits, and direction inquiries.

This is a first-of-its-kind case study, co-developed by a marketing agency (LCP360) and property management company (Pinnacle), that substantiates the impact of using virtual tours on Google versus one-dimensional imagery. This data showcases how virtual tours translate to more leads generated and increased awareness, which enables Pinnacle to improve sales metrics.

“ *The findings speak for themselves. Virtual tours allow properties to showcase their space and make it more marketable. With virtual technology, customers can experience what it's like to walk through a space, before ever setting foot in it.*

- Wojciech Kalembasa, CEO and founder of LCP360

About LCP360

LCP360 is a global digital marketing company specializing in capturing and displaying digital content. Their global network of more than 4,000 photographers captures premium photography, virtual tours, and videography to showcase spaces online. LCP360's multi-platform web application, Panoskin, uploads content to Google Business listings and creates custom virtual tours that can be embedded on websites.

About Pinnacle

Pinnacle Property Management Services, LLC ("Pinnacle"), is a privately-held national real estate provider headquartered in Dallas, TX, that specializes in third-party management of multifamily residential communities. As one of the nation's preferred third-party managers, Pinnacle's portfolio includes over 165,000 residential units and 2.75 million square feet of commercial assets. Pinnacle has more than 4,100 employees located in 30 states.



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Changing the way we view **space**

LCP360 and Pinnacle partnered for a case study that compared all the current Pinnacle properties that have virtual tours with Google My Business against all Pinnacle properties that do not have virtual tours over a twelve-month period, from 1.1.17-12.31.17.

"Virtual tours truly change the way our customers can experience our communities by making them feel as if they are actually on tour via this technology," said Jennifer Staciokas, Senior Vice President of Marketing & Training at Pinnacle. "Our partnership with LCP360 has been beneficial in so many ways, including generating an increase in the amount of qualified leads, creating a positive impact on sight unseen leases, and changing the status quo in apartment search. This case study demonstrates the importance of leveraging this technology, and there is no other partner I would rather work with than LCP360 to add this vital technology to our marketing mix."

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Case Study **Results**

The data from Pinnacle properties with virtual tours and all properties without clearly indicate virtual tours on Google My Business listings have value, as they drive more qualified leads for these properties. A few key findings include*:



16%

growth in appearances as a result of discovery searches**, contributing to an overall increase in website conversions.

**Searches for a category, product, or service on Google Search and Maps.



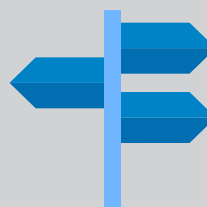
11%

increase in the number of times a customer engaged with that property's Google My Business listing.



12%

increase in the engagement with the Map view for that listing.



23%

increase in direction inquiries on Google to the listed property.

*Results are based on 12 months of data, with virtual tours being active for at least six months.

In addition to the findings, the research demonstrated that Google favors 360-degree scenes over still photography, with a **2:1** preference for thumbnail display on Google Map listings.

2:1