6 Reasons Property Management and Real Estate Firms Need Raydiant

1

Showcase Listings in HD and 4K

Show your listings on in-office displays, and in crisp HD and 4K, with Raydiant digital signage. Raydiant helps you share the best features of your properties, with a user interface that lets you create gorgeous, dynamic photo galleries in high-res. Our cloud-based system also enables you to create videos and interactive content, like vivid virtual tours, which **boost listing views by 87%**. And **73% of homeowners** say they are more likely to list their property with a realtor that uses video marketing.

2

Advertise Open Houses and Community Events

Boost the visibility of open houses and community events on your in-office TVs. Raydiant offers a large library of apps to help you create eye-catching digital posters of upcoming events. Our PosterMyWall app alone offers thousands of digital and video templates that are easy to use for creating content like a graphic designer. Schedule and display live event calendars that sync with Google and other virtual calendars, making them easy to update and always refreshed with the latest information

3

Boost Brand Awareness with a Social Wall

Share your best social media content on big in-office screens with Raydiant. Social media marketing is especially effective with **millennials, who make up 37% of home buyers** in the U.S. Pull photos and videos of your properties from your business Instagram account, as well as branded hashtags from yours and other users' accounts. Share customer testimonials and highlight posts of happy customers in their new homes. Display high-res property photos, neighborhood and community amenities, and other content that help you sell listings and connect customers with your brand.

4

Manage Multiple Locations Remotely

An average **45% of brokers** say that their biggest challenge is keeping up with technology. Raydiant makes it easy to manage all your digital signage from one place with our cloud-based interface. Raydiant offers real estate and property management firms single- and multiple-screen packages, and for one location or several. With Raydiant, you can easily update listing prices, post new listings, place virtual SOLD signs, and share community events and other resident information on-site. All of this can be done from anywhere, and from any device.

5

Motivate Buyers with the Latest Market Stats and Trends

Use Raydiant to influence buyers by creating and displaying charts, graphs, videos, and posters that show the latest industry trends and data. Local mortgage rates, housing market trends, neighborhood list prices, and other industry news and data—make them all available (and updateable) with Raydiant. And with a cloud-based system that's accessible from any device with internet, Raydiant makes it easy to update info as it changes.

6

Introduce Your Agents and Staff to Build Brand Trust

Make a personal connection with clients by using Raydiant to introduce staff members. Create and display staff photos with short bios in your office lobbies and on-site at your properties. Include each staff members' specialties, other listings, and contact information. Everything can be updated through our secure, cloud-based interface, which is accessible from any device with an internet connection.

Take your marketing to the next level with Raydiant's dynamic digital signage. Try Raydiant, risk-free today at **www.raydiant.com**

Raydiant