

How to Outsource Showings Successfully and Securely



The property managers' guide to saving time and expenses while increasing portfolio capacity

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Getting help with showings

Handling rental showings is one of many reasons why landlords hand over their property to a property management company. They don't want to deal with prospective tenants. Maybe they live too far away, don't have the time, or recognize that it's out of their skill set.

But now, many property managers are dealing with countless issues of their own when it comes to showings.

Common showing issues:



Location

Some properties can require 45 minutes or more of driving time.

Scheduling

Finding a time that works for prospects necessitates a lot of back-and-forth emails.

Staffing

Small businesses struggle to justify payroll expenses during the slow season.

Time loss

Time spent on the road is time that could've been spent onboarding new owners.

Self-showing technology can only solve some of these issues. It's nothing new, and as we'll come to see, it isn't the answer.

The problem with self-showing technology

With self-showing technology, a mobile app provides keyless entry into a rental property. While it seems convenient, this isn't the best way to handle showings for a number of reasons.

- ▶ **Not secure for either party:** When prospects let themselves into a property, they're unattended. Even worse, self-showings scams are becoming more prevalent. Scammers will "lease" properties that aren't theirs by duplicating self-showing keys and giving them to prospects. Then they collect tenants' security deposits and sensitive information, and in some cases, even let them move in!
- ▶ **Not possible for tenant-occupied properties:** One of the best ways to reduce time on market is to show properties before they're available. You absolutely cannot use self showings for a property that is currently under lease. In addition, lots of HOAs and condominiums do not allow self-showings.
- ▶ **Not helpful:** Prospects can't get all of their questions answered from a friendly professional who is there to help. They can't ask anything about the indoor or outdoor features of the property or the neighborhood.
- ▶ **Invasive for prospects:** The invasiveness of self-showings turns away some of the best prospective renters, who don't want to have to go through the process required by self-showing technology. This process includes giving their full credit card info, uploading an ID, and sometimes even taking a selfie.
- ▶ **Leaves a bad first impression:** This presents your property management business as hands-off.
- ▶ **No feedback for property managers:** There's no feedback on how the tour went or the prospective tenant. Property managers are completely in the dark as to what prospects think about price, cleanliness, quality, etc.

Owners come to your business because they want a human handling all of the important aspects of the rental process and tenancy. Self-showings are completely inadequate in protecting the property, presenting it, and introducing your business. A hands-off showing method can attract the wrong kinds of tenants.



What to look for in a showing solution

Clearly, property managers are struggling to show properties themselves. All of those back-and-forth emails, all of those hours spent in the car, all of that lost opportunity cost.

But if self-showings aren't the answer, then what is?

Take a look at some of the key features in an in-person showing service that not only helps property managers but also impresses clients and satisfies prospects.

▶ Excellent (real) human service

First up, it's important that someone will be present at the showing to securely unlock the property, point out important property features, and answer any questions that the prospect may have. This person should be a trained professional with great people skills.

▶ Easy to purchase

Next, when you outsource showings, it should be easy to purchase them. You don't want to have to go back and forth with a service provider or vendor, be forced to make long phone calls, or anything else that's inconvenient. Look for an easy self-service platform that lets you purchase online.

▶ Flexible, with no commitments

There should be no contracts or commitments. As a small business owner, you don't want to get locked down into anything. Make sure the showing service allows you to start, pause, and cancel whenever you need.

▶ Shares the load

You don't need to outsource every single showing. You may want to take on several showings per week with your inhouse team. The showing service you choose should make it very easy for you to organize which ones your team will do, and which ones the showing service will handle.

▶ Wide time availability

Scheduling is a big problem when it comes to showings, so the service you partner up with should ease this burden. Make sure to work with a service that offers evenings, weekends, and same day appointments. This will help you rent the property to the right person faster.

▶ Great experience for prospects

In addition to expanded availability, there are other ways that your showing service can help you satisfy prospects. Look for easy online scheduling including text confirmations and reminders.

▶ Professional feedback

One of the most important benefits of in-person showings is getting feedback on what the prospect thinks about the property and its price. Make sure the the showing service has a system in place to deliver feedback to you, so you can communicate with the owner, especially if you're getting similar feedback from multiple prospects.

4 different ways to get help

There are several different strategies for outsourcing showings to the right service. Let's take a look at the most common ones.

1



Get help with distant properties

If your team isn't feeling maxed out every week, and you don't have plans to grow your portfolio, you might choose to only get help showing properties that are more than say a 20 minute drive away from your office.

2



Get help with evening and weekend showings

Maybe you're tired of constant scheduling struggles with prospects, who want to see properties during the hours you're not available. You can use a showing service to cover the times that fit in better with prospects' schedules, but don't work for your team.

3



Get help during the busy season

When you have a showing service to help during the summer or any other upswing, then you don't have to take on additional staff and later deal with the stress of highly monthly payroll expenses.

4



Get help with all showings

For property management companies that are growing, getting help with all or most showings can help divert staff time towards selling to and onboarding new clients.

When NOT to outsource showings

Of course, not every vacancy is a great candidate to be outsourced, even to a trusted partner. Vacancies that are both very close to the office and do not become vacant for a month or two could be easily handled by your in house team. Also, some properties have complex features or very picky owners. In certain cases, you might want to have the property manager who knows the details intimately handle all those showings. That's why you should prioritize flexibility when vetting a resource or vendor.

Explaining your showing service to owners

If you're considering getting outside help with showings for the first time, you might be wondering...

How do I explain this to owners?

Our customers usually explain it this way:



I use the help of professional, licensed real estate agents to make sure that I can show your property any day of the week, regardless of whether or not I'm personally available.

What owners are most concerned about is getting their property rented by the right person – and quickly. Because increased availability removes scheduling conflicts and gets prospects through the door faster, it decreases time on market. Once owners understand that, they're on board. They may also want to know that this is covered in the service fee, and isn't additional.

Showdigs provides a brochure for new owners that explains our service in a way that owners can understand and get behind.

showdigs

We get your property rented as fast as possible
To get your property off the market fast, we partner with local, licensed real estate agents.

Maximized opportunities
Maximize your rental potential through more showings and more prospects through the door.

Instant gratification
Get your property off the market faster by working with Showdigs' instant gratification service.

No scheduling conflicts
No more scheduling conflicts with your property, thanks to our instant gratification service.

Communication and feedback
Real-time updates on the progress of your rental listing so you can adjust your strategy as needed.

Who are the Showdigs real estate agents?
Because of their schedule and location, it's important for real estate agents to join the Showdigs network. However, Showdigs doesn't accept anyone who's interested.

Showing that respects your schedule
Showing that respects your schedule is a key feature of the Showdigs service. We understand that your time is valuable and we'll make sure your showing schedule is flexible and convenient.

Project manager
Project manager handles negotiations and communicates with the applicant directly from here on out.

Agent takes feedback from the prospect on what they liked and didn't like and how they they are to equity

For more information, visit Showdigs.com

Increase portfolio capacity

The most immediate result that property managers experience when they get help with showings is time savings. Suddenly, the entire staff is working normal hours again. There's also more time throughout the day. **Most business owners choose to divert that time to new owner relationships.**

- ▶ **Better follow up with client leads**
- ▶ **More attentive onboarding process**
- ▶ **Availability to onboard additional clients**

However, you can also use this new-found time for any other aspect of property management, such as tenant screening or maintenance requests.



Learn more about Showdigs

The scheduling software you need for appointments, confirmations, and reminders.

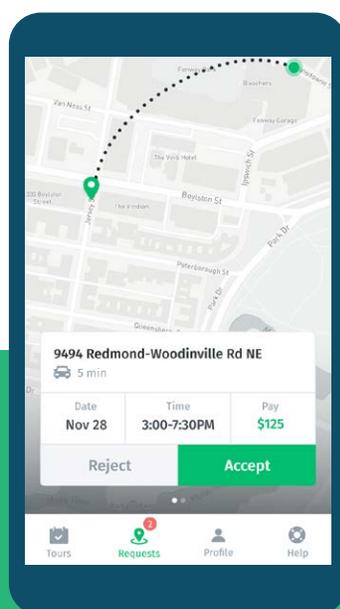
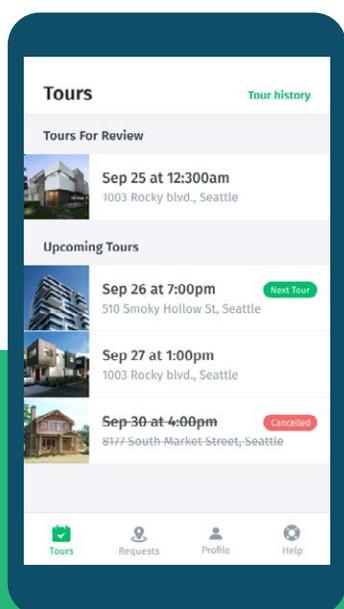
Upcoming Tours						
ID	Prospect	Address	Date	Time	Assigned To	Status
1044	Steven V. Kersey	Michigan St. 45	Feb 24, 2019	5:00 PM	Showdigs	Upcoming
1045	Steven V. Kersey	Michigan St. 45	Feb 24, 2019	5:00 PM	Nick Cave	Upcoming
1046	Julie Brown Pamela Richardson	Michigan St. 45	Feb 24, 2019	5:00 PM	Showdigs	Upcoming

Completed Tours						
ID	Prospect	Address	Date	Time	Assigned To	Status
1044	Steven V. Kersey	Michigan St. 45	Feb 24, 2019	5:00 PM	Showdigs	Technical
1044	Steven V. Kersey	Michigan St. 45	Feb 24, 2019	5:00 PM	Nick Cave	Successful
1044	Steven V. Kersey	Michigan St. 45	Feb 24, 2019	5:00 PM	Showdigs	Canceled

“Using Showdigs has allowed me to take on a ton more properties. I’ve gone live with seven more properties in the past week. That just wouldn’t have been possible if I was doing showings myself.”



Sarah McWalter
property manager at VerraTerra



Up to 3 hours before a showing, choose which appointments your team will do. Pay only for the appointments Showdigs handles.

Showings are taken care of by trained, licensed real estate agents who live or work near the property.

Receive a post-tour memo after each showing appointment with feedback on the property, price, and prospect’s likelihood to apply.

[Schedule a demo](#)

Visit our website and create a new account or schedule a time to talk with our team.

[Stay in touch](#)

See what cities our real estate agents are available in, and get notified when we launch in your metro.



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