MULTIFAMILY mojo

THE LEASING TEAM
VIDEO CONFIDENCE BUILDER
A 7-Step Challenge for Leasing Teams

Confidence doesn't come before action.
CONFIDENCE COMES FROM ACTION.

1 TAKE ONE PHOTO

☐ Take a photo of an amenity.

IDEAS:
- Pool
- Clubhouse
- Package Room
- Fitness Center
- Dog Park

CONFIDENCE GOAL:
Become comfortable contributing content.

COMPLETED DATE: _____

2 RECORD ONE AMENITY CLIP

☐ Record a 10–15 second video.

IDEAS:
- Walk through the fitness center
- Pan across the pool area
- Show the resident lounge
- Record a resident event setup

CONFIDENCE GOAL:
Become comfortable recording video.

COMPLETED DATE: _____

3 RECORD A MODEL APARTMENT WALK-THROUGH

☐ Record a simple walk-through video.

TIPS:
- Move slowly
- Keep the phone steady
- No talking required

CONFIDENCE GOAL:
Practice creating longer video content.

COMPLETED DATE: _____

4 CREATE ONE VOICEOVER

☐ Add your voice to a video.

EXAMPLE:
"One of our residents' favorite amenities is our fitness center."

CONFIDENCE GOAL:
Become comfortable hearing your own voice.

COMPLETED DATE: _____

5 FILM A COWORKER

☐ Record another team member introducing an amenity.

EXAMPLES:
- Favorite floor plan
- Favorite amenity
- Resident event preview

CONFIDENCE GOAL:
Practice directing and filming content.

COMPLETED DATE: _____

6 FILM YOURSELF

☐ Appear on camera.

Keep it simple.

Try one sentence:

"Hi! I'm Sarah and welcome to our community."

CONFIDENCE GOAL:
Become comfortable being seen on camera.

COMPLETED DATE: _____

7 POST YOUR FIRST REEL

☐ Publish your first social media Reel.

REMEMBER:
- Nobody's first Reel is perfect.
- And that's okay.

CONFIDENCE GOAL:
Share your content with the world.

COMPLETED DATE: _____

THE BEST APARTMENT CONTENT ISN'T
PERFECT. IT'S REAL.

BEFORE YOU POST, ASK YOURSELF:

- ☑ Is it authentic?
- ☑ Is it helpful?
- ☑ Is it positive?
- ☑ Is it Fair Housing compliant?
- ☑ Should I feel comfortable representing my community with this content?

If yes, hit post!

MANAGER RECOGNITION

CHALLENGE COMPLETED BY: _____

COMPLETED ON: _____

MANAGER SIGNATURE: _____