



MESSAGING THAT MOVES: STORYBOARDING THE RENTER JOURNEY

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THANK YOU!

We're so glad you chose to attend our session today. We hope you enjoyed it. Could you please take a moment to share your feedback with us?



WHAT DOES IT REALLY MEAN FOR MESSAGING TO MOVE?

YOU ALREADY DO THIS
EVERY DAY WITHOUT
THINKING ABOUT IT.

Emotional Intelligence — the ability to pick up on signals and respond accordingly.



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TRANSLATING EI TO MULTIFAMILY



A SIGNAL-FIRST MINDSET:

- Build systems and processes that read the room the way you do.
- Detect signals before someone tells you what they need.
- Respond in the moment, not after the moment has passed.
- Make every interaction feel like someone was paying attention.

A STORYBOARD IS A SIGNAL MAP.

At every stage of the renter journey, ask three questions:

01 Signal

What just happened?

- Visited floor plans 3x
- Booked a tour
- Stopped opening emails
- Followed up on a service request

02 Meaning

What does it tell you?

- Comparing options, narrowing list
- High intent — on the shortlist
- Disengaged, friction or churn risk
- Feeling uncertain or unheard

03 Response

What do you say next?

- Floor-plan specific retargeting
- Human call before they come in
- Proactive check-in — different tone
- Proactive comms, transparency



EVEN "NOTHING"
MEANS SOMETHING.



Knock knock. Is anyone there?

T TLDR<dan@tldrnewsletter.com>
To: Jenna Miller



Thu 4/16/2026 5:03 PM

We noticed you haven't read TLDR yet. 😬

This usually happens because of 3 things:

1. **Our emails are in your spam folder.** If this is the case, check your spam folder and move our emails into your inbox.
2. **There's an issue on our end (technology, amirite? 🙄).** [Click here](#) to let us know you're reading TLDR. We'll update our system so you don't receive this email again.
3. **You've been busy but still want to read TLDR.** No problem if so! [Click here](#) so you stay subscribed and can read TLDR when you have more free time.

If you have no idea who we are or why you're receiving this email, here's a quick refresher.

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If you want to check out the latest edition of TLDR, just [click here](#)

Please respond to this email if you have any questions or feedback!



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WHY THIS MATTERS MORE THAN EVER

THE GAP **IS** WIDENING.

*Amazon knows what you browsed last Tuesday.
Netflix knew you'd like that show before you did.
Your bank texts you the moment something looks off.*

RENTERS EXPECT THE SAME FROM YOU.

72%

*of consumers have abandoned
brands due to inconsistent
messaging.* (Vanson Bourne, 2025)

58%

*are frustrated by generic
messaging.* (MoEngage, 2023)



**THE BRANDS THAT CLOSE THAT
GAP — *EVEN IMPERFECTLY* —
ARE GOING TO WIN.**



THE MINDSET SHIFT: MEET PEOPLE WHERE THEY ARE



From **Campaigns** to



Journeys



From **Channels** to



Experiences



From **Data** to



Signals

STORYBOARD ESSENTIALS

This is your starting point! ✨



MEET YOUR RENTERS



THE RESEARCHER

Rachel: High intent when she finally acts.



THE OVERTHINKER

Ross: Goes quiet right before committing.



THE PLANNER

Monica: Needs clarity and process.



THE SKEPTIC

Chandler: Win him over slowly with consistency.



THE IMPULSIVE

Joey: Responds to warmth & urgency.



THE VILLAGER

Phoebe: Values community and belonging above all.

EXPLORING & EVALUATING

THE RESEARCHER: *RACHEL*



Mindset:

Does her homework before making any move.



Signal:

Visits website 3x in a week. Views 2BR floor plan repeatedly.



Most teams do:

Run the same brand awareness ad she's already seen.



Journey Response:

Retarget with 2BR-specific creative — social proof, availability, what makes this unit right for her. She already knows who you are. Speak to where she is.

THE VILLAGER: *PHOEBE*



Mindset:

Values community and belonging above square ft.



Signal:

Finds you via a friend's Instagram post. Engages with lifestyle content.



Most teams do:

Send the same lead nurture email every other prospect gets.



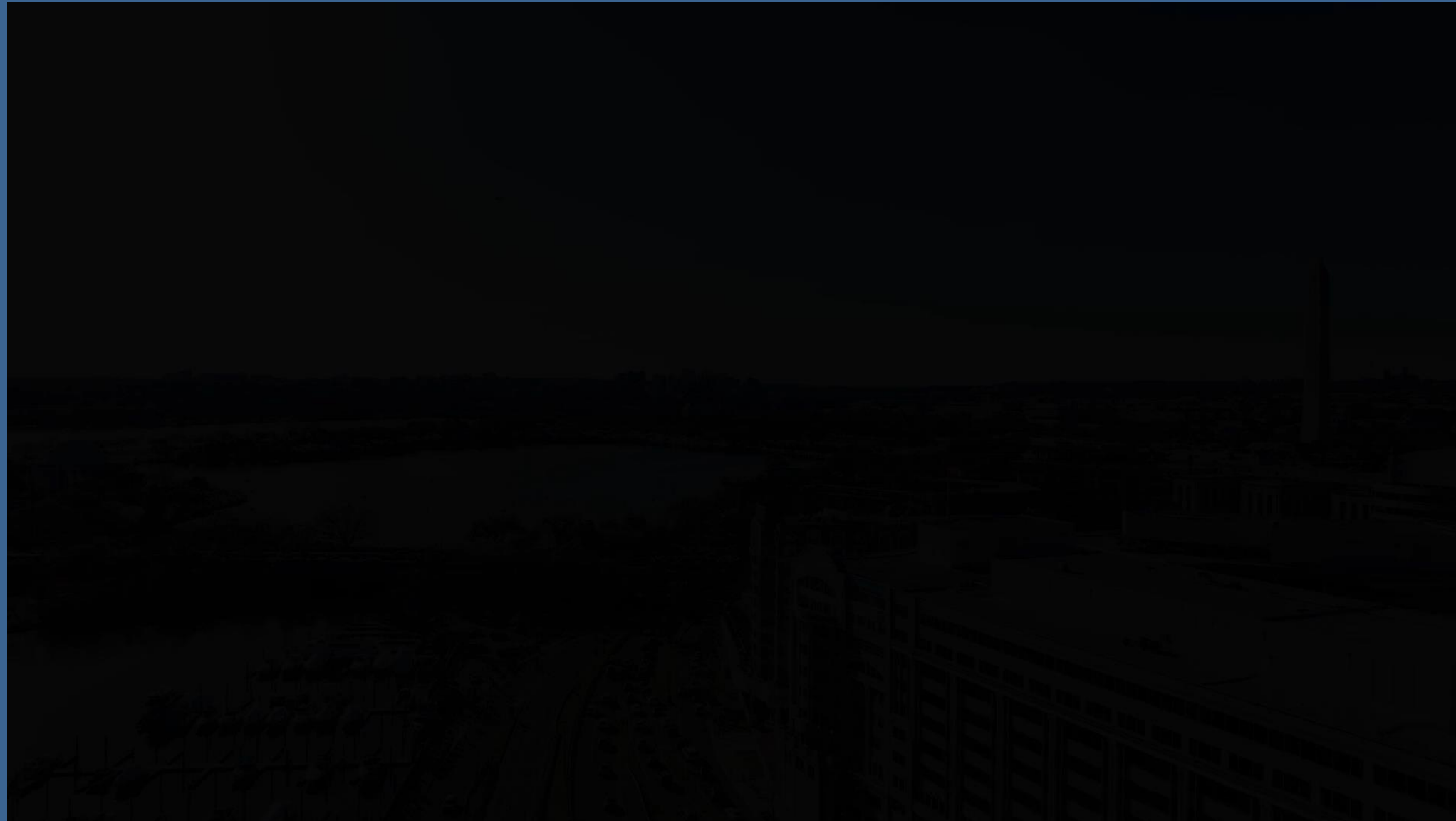
Journey Response:

Lead with community, events, and belonging — not floor plans. Her referral source is the signal. Her values should drive the message.

2-BEDROOM FLOOR PLAN



STREAMING TV RETARGETING – 1331 PENTHOUSE



Campaign A: Retarget *all* website visitors

Campaign B: Retarget *Penthouse* page visitors with unit-specific creative

Campaign A: 8.5K views → 9 conversions

Campaign B: 9K views → **49 conversions**

5.4x more conversions when using a richer signal

**RICHER SIGNALS =
STRONGER RESULTS**

DECISION STAGE

THE PLANNER: *MONICA*

**Mindset:**

Knows exactly what she is looking for and wants to feel confident before committing.

**Signal:**

Inquired about specific units, asked detailed questions about the community and is quick to schedule a tour.

**Most teams do:**

Send a generic follow-up with no personalization or clear next steps.

**Journey Response:**

Follow-up immediately with video links to the exact units she is considering, along with pricing, availability and an overview of the application process so she can plan ahead.

THE OVERTHINKER: *ROSS*

**Mindset:**

Wants to make the right decision but is overwhelmed by the options and is afraid of making the wrong choice.

**Signal:**

Completed a tour, showed interest, then goes quiet for several days.

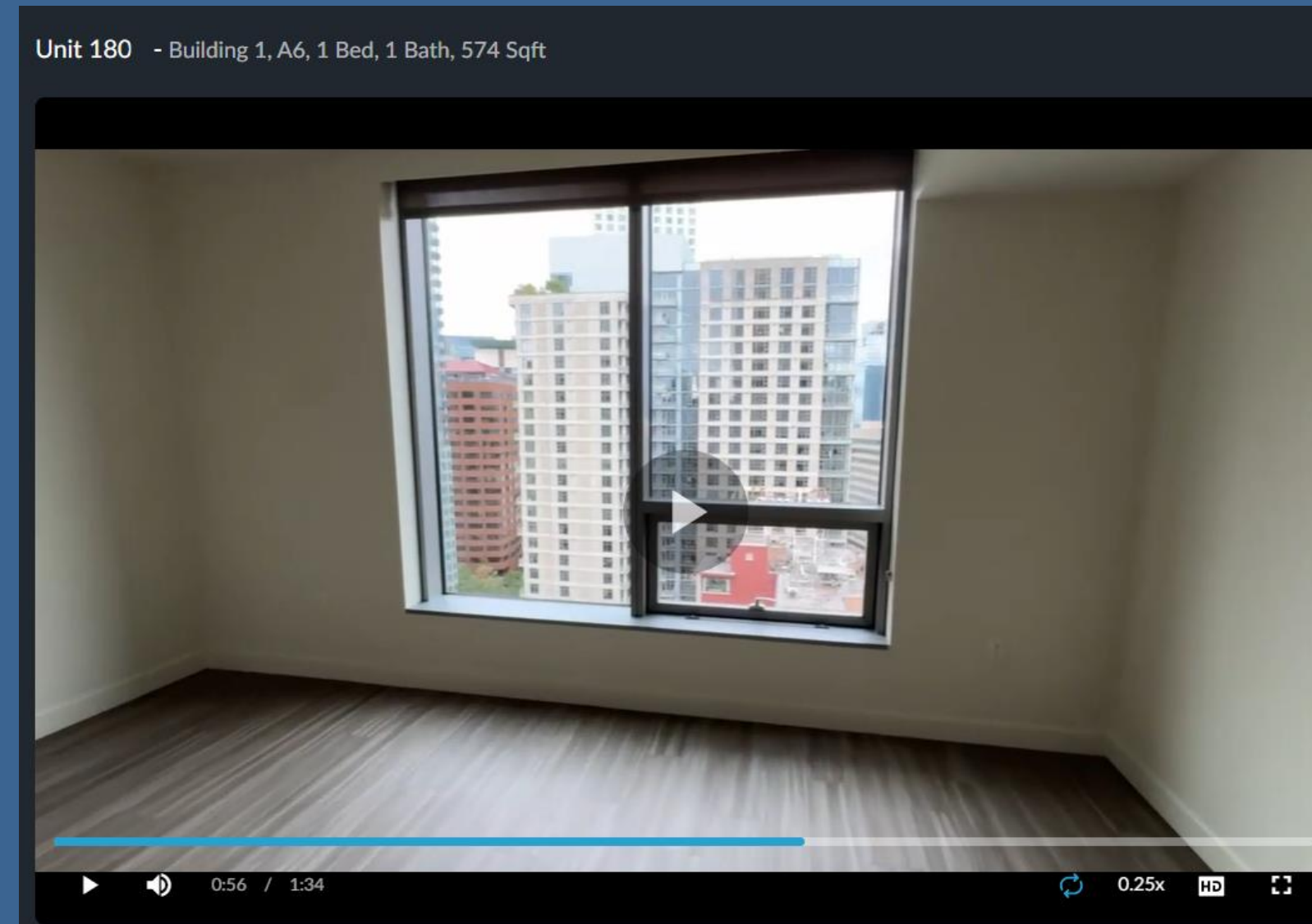
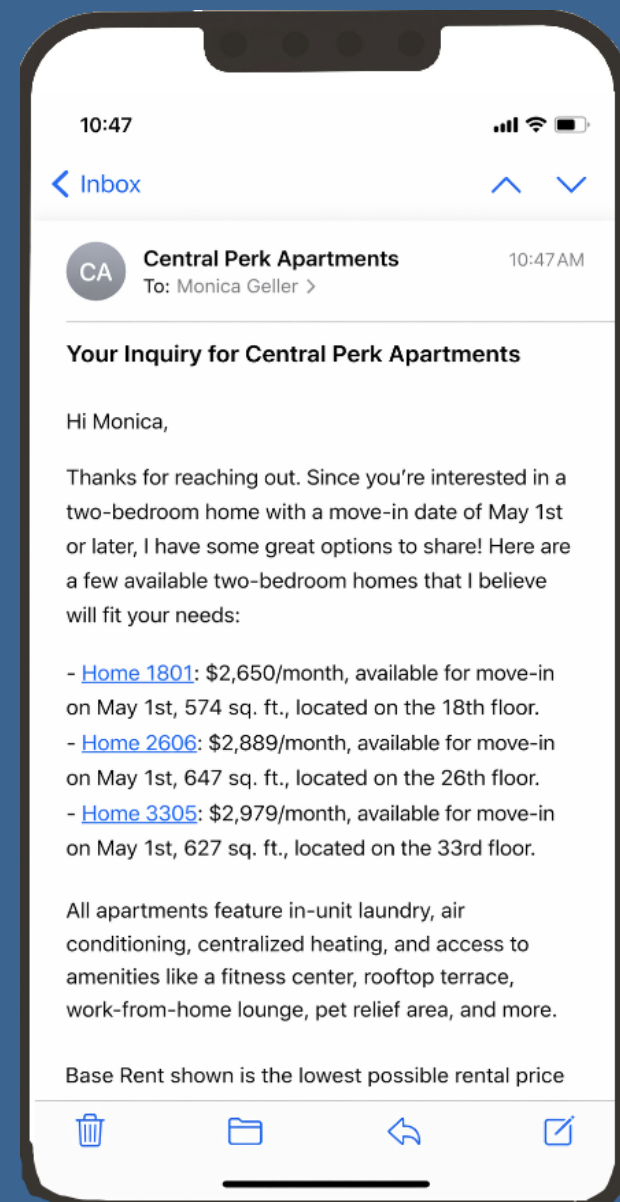
**Most teams do:**

Continue to send generic follow-ups or assume lack of response = lack of interest.

**Journey Response:**

Re-engage Ross by adjusting channel and/or messaging; invite him to see what residents are saying in your reviews or call to invite him in for another tour. Reduce pressure and build trust.

DECISION STAGE



POST-LEASE & LIVING EXPERIENCE

THE IMPULSIVE: JOEY



Mindset:

Acted quickly on emotion and momentum but is overwhelmed by all of the moving pieces.



Signal:

Has not engaged in emails since signing his lease and is delayed completing move-in steps.



Most teams do:

Send a few emails with move-in requirements and then communications taper off.



Journey Response:

Leverage alternate channels and adjust messaging to rebuild momentum.

THE SKEPTIC: CHANDLER



Mindset:

Wondering if he made the right choice, even after moving in.



Signal:

Submits multiple service requests, low engagement with communications, neutral feedback early in residency.



Most teams do:

Treat issues individually or wait until renewal to engage.



Journey Response:

Check in, acknowledge concerns, and show responsiveness – building trust through being consistent and proactive.

POST-LEASE & LIVING EXPERIENCE

You're in the home stretch.
Soon, you'll be settled in. For now,
here are a few things to help make
your move-in day as smooth as
possible. Remember, it's okay to have
questions—we have answers.



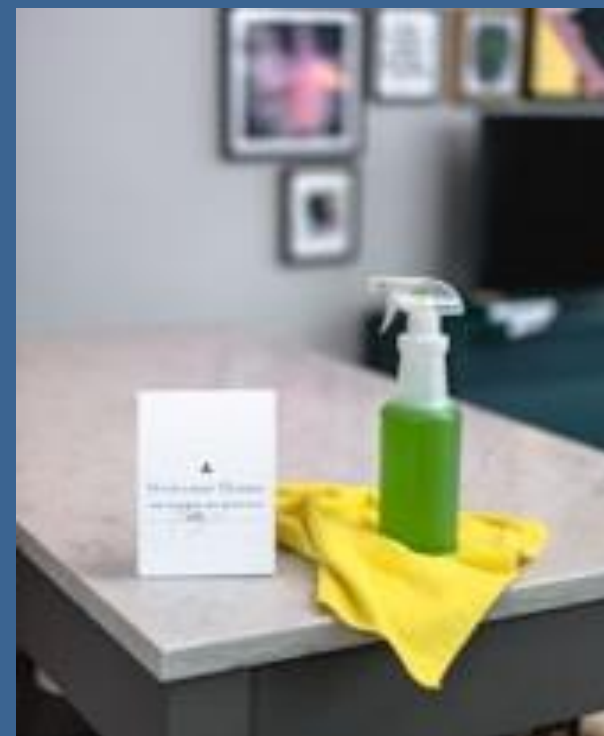


Welcome

It's in the works.

**WE ARE SORRY YOUR SERVICE REQUEST
HAS BEEN DELAYED.**

Please accept our apologies for the inconvenience.
We are already working to address the hold-up, and
will complete the service request as soon as
possible.



AS YOU SCALE, COMPLEXITY INCREASES

- ➔ More communities
- ➔ More channels
- ➔ More vendors
- ➔ More data sources

How can we create emotional intelligence at scale?

THE REALITY

Inaccurate
Portfolio Data Resources
Complexity
Evolving Silos Privacy
Tech Teams Compliance
Disconnected Systems Visibility
Competing Priorities

CRAWL

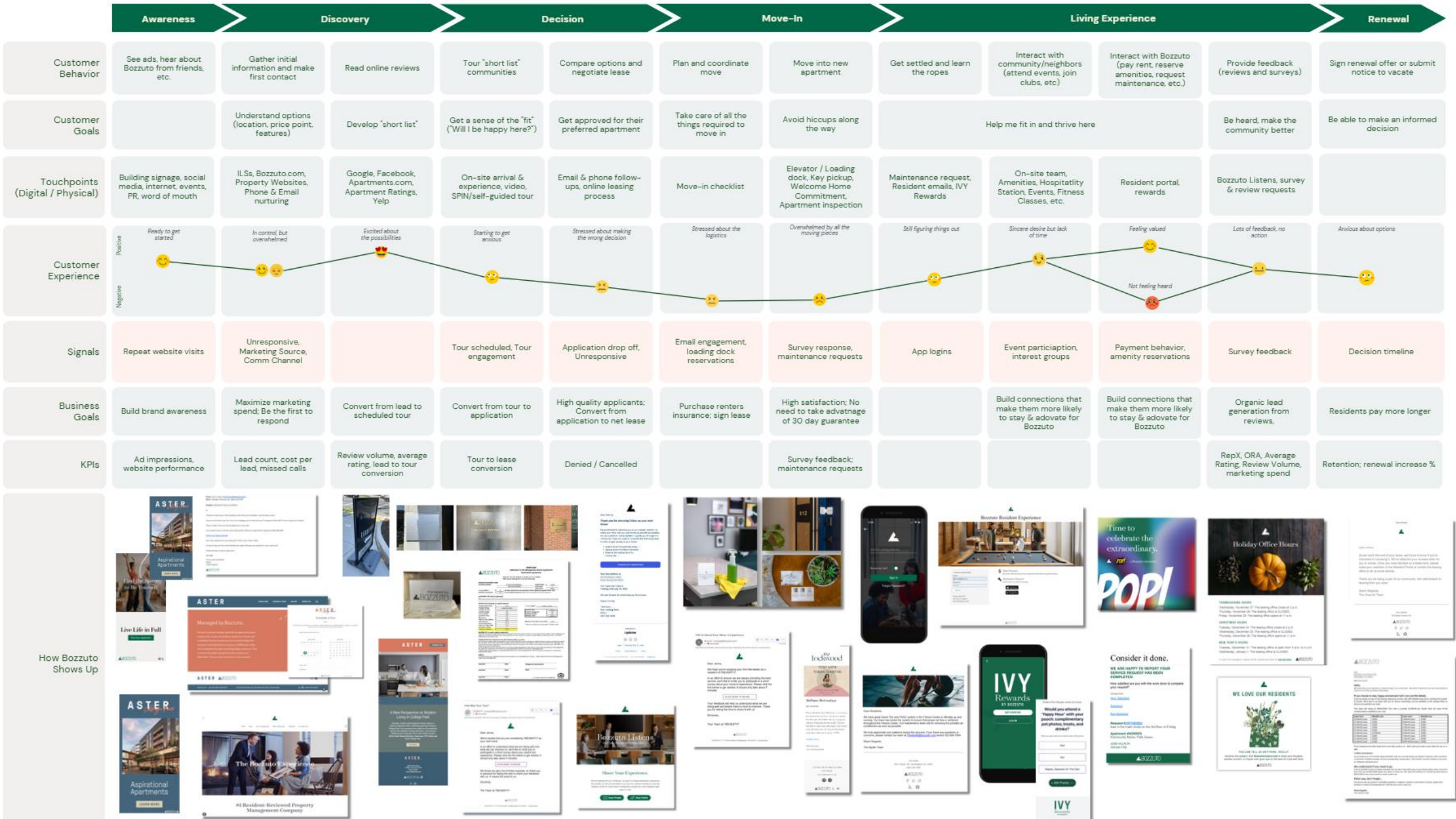
Understand the current experience & existing signals

WALK

Choose 1-2 stages and signals to focus on

RUN

Personalization at Scale
(Unified Customer Data)



Standardize Data

Align GA4 events across 400+ properties



Identity Resolution

Stitch unknown & known user activity



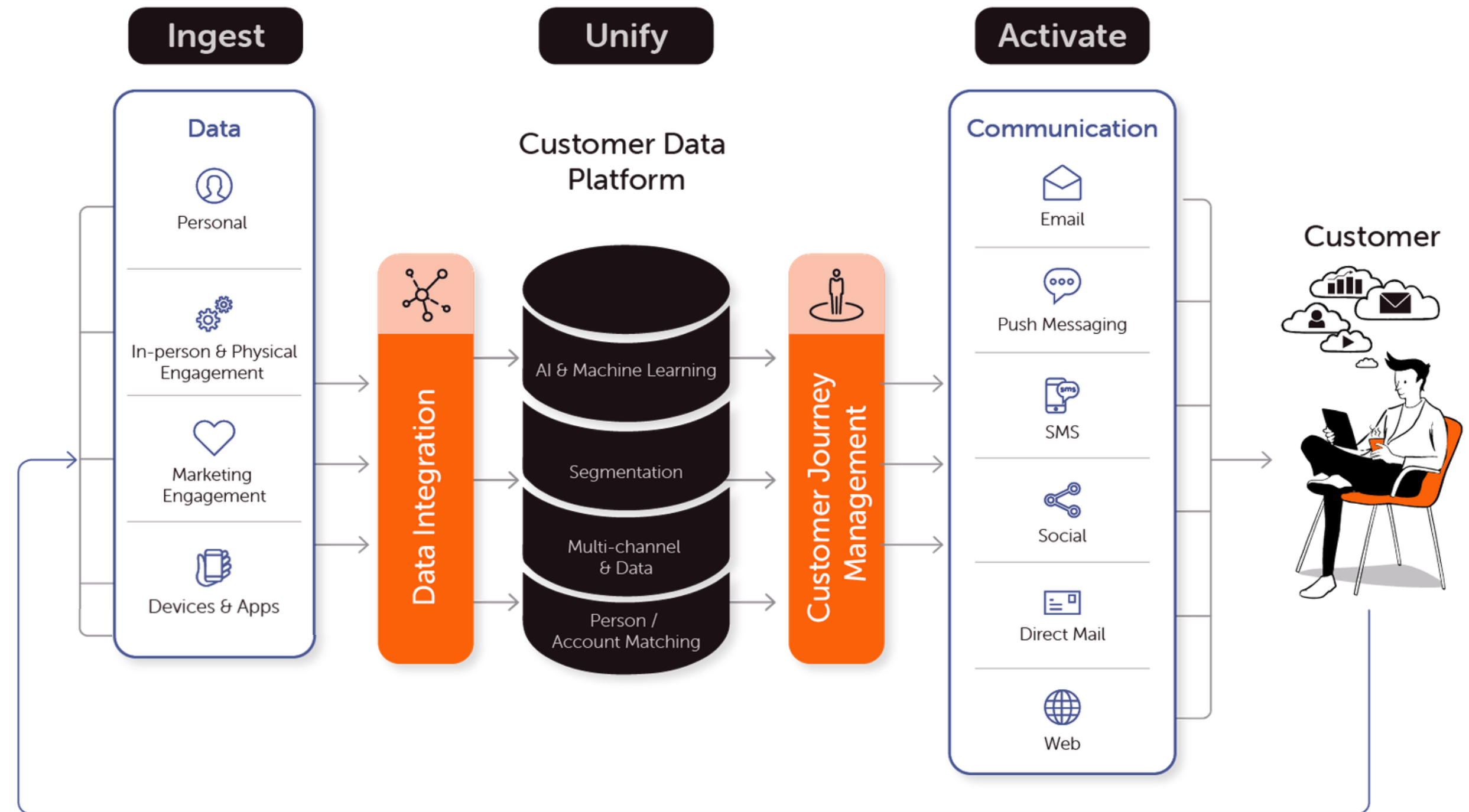
Audience Creation

Build segments based on behavior



Activation

Prioritize high-intent, suppress irrelevant audiences



OPPORTUNITIES →

01

New Signals

- True First-Touch Source Attribution
- Engagement Score – weighted composite of behavioral signals for understanding high-intent
- 20-30% improvement in cost efficiency prioritizing high-intent audiences

CHALLENGES →

02

Data & Alignment

- Alignment is harder than technology
- Data consistency and quality

LESSONS →

03

Start small, dream big...

- Don't try to do everything at once! Figure out what is most important to your team to solve for and align around that use case first



WHAT TEAMS CAN DO TOMORROW:

01 Choose one community

02 Map 1-2 Journey Stages

03

Identify a few signals for those journey stages

04

Audit and adjust messaging for those stages across channels

Begin refresh of ad creative by stage (even if not personalized)

Reduce obvious contradictions (pricing, availability, tone)

05

Align leasing and marketing messaging



IMPLEMENTING STORYBOARDING

01

Map the Journey



Define stages, mindset, goals, etc

02

Identify Signals



What do you actually have access to?

03

Improve Alignment



What should we say at each moment and on what channels?

04

Measure What You Can



Are prospects converting faster?
Are residents more engaged?
Are renewals improving?

05

Align Teams & Activate



Start small. Pick one community to trial.

PROGRESS OVER PERFECTION.



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Messaging Storyboard — Renter Journey Template

This tool helps you align messaging, signals, creative, and measurement across the renter journey.

Start simple. Expand over time. Focus on reducing misalignment, not perfection.



When you're unsure where something belongs:

General strategy goes in the Storyboard & Journey Map Table, signals you receive from prospects and renters goes in the Signals Library, channel-specific plans go in Channel Touchpoints, and actual assets/versions go in Creative Library.

How to Use This (4-layer workflow)

BUILD YOUR STORYBOARD

01

Scan QR Code

02

Duplicate Content
in Notion

03

Read Instructions &
Begin Mapping!



Stage	Moment	Business Goal	Customer Goal	Customer Mindset	Signals	Customer Experience
Awareness	Awareness — Explore options	Attract qualified traffic	Explore options	What's out there?	First website visit, ILS activity	Positive
Consideration	Consideration — Compare communities	Drive deeper engagement	Compare communities	Is this a fit?	Floor plan views, repeat visits	Neutral
Decision	Decision — Make a confident choice	Convert to lease	Make a confident choice	Am I making the right decision?	Tour booked, application started	Delighted
Move-In	Move-In — Feel welcomed	Reduce early churn	Feel confident + welcomed	Did I make the right decision?	Move-in engagement	Frustrated
Living	Living — Reinforce value	Increase satisfaction	Feel value + comfort	Is this worth it?	Service requests, portal activity	Neutral
Renewal	Renewal — Decide whether to stay	Increase renewals	Decide whether to stay	Should I renew?	Lease timeline, engagement drop	Positive
Advocacy	Advocacy — Share experience	Drive referrals	Share experience	Would I recommend this?	Reviews, referrals, social engagement	Positive

Storyboard & Journey Map Table

By Stage (Board View)		
Awareness Awareness — Explore options Explore options First website visit, ILS activity Lifestyle + brand differentiation Paid Social Display ILS Streaming TV Positive + New page	Consideration Consideration — Compare communities Compare communities Floor plan views, repeat visits Amenities, differentiation, value Email Retargeted Streaming TV Display Neutral + New page	Decision Decision — Make a confident choice Make a confident choice Tour booked, application started Urgency + reassurance Email SMS L Delighted + New page

Geofencing Streaming TV Ad

Channel	Streaming TV
Go Live	May 4, 2026
Key message / angle	Showcasing lifestyle + community
Moment	Awareness — Explore options
Moment (journey)	Awareness — Explore options
Owner	Empty
Specs / placement	15 seconds, MP4
Status	Live
Touchpoint object	Bring local awareness BEFORE they start searching
Creative variants	Hills to Harps - May 2026 - TV Commercial
+ Add a property	

Hills to Harps - May 2026 - TV Commercial

Approval status	In review
Asset files	Empty
Concept / angle	Lifestyle
Copy	Empty
Format / placement	Streaming TV Commercial
Owner	Empty
Touchpoint	Geofencing Streaming TV Ad
Touchpoint 1	Geofencing Streaming TV Ad
Version	1
Working link	Empty
+ Add a property	