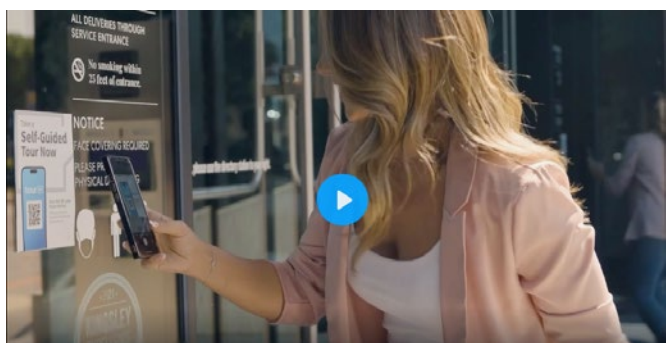




The Rise of Self-Guided Tours

The way people rent has changed - and the industry is responding. Self-guided tours (SGT) have become a driving force in the multifamily space, offering a faster, more flexible way to show apartments and to connect with today's renters. In California and beyond, Tour24 is leading the shift and giving prospects the freedom to tour properties - after hours or on weekends - with a perfectly designed tour experience. For property management teams, it's a smarter way to lease - self-guided tours streamline operations, reduce missed lead opportunities, and let staff focus on high-value tasks. With Tour24, communities are converting leads faster delivering a convenient experience modern renters expect.



[Watch our self-guided tour experience video](#)

Self-service isn't just a trend - it's a new way in which operators engage, operate, and win. It's leasing without limits and avoiding team burnout. Tour24 became the trusted self-guided touring leader in multifamily with portfolio clients across a variety of property types including high-rises, mid-rises, and garden style communities. And unlike other touring platforms on the market, it's 100% free for prospects to use - convenience shouldn't cost extra.

Tour24: The Perfect Solution for Multifamily Operators

One of the hottest rental real estate markets in the United States is San Jose - and it's no surprise that people living in the heart of Silicon Valley are some of the most technologically savvy residents in the world. So, when prospects look for new apartments in the Innovation Triangle, minutes away from leading global tech companies, they want the most seamless fully digital touring experience possible.

That's why the top property management companies turn to Tour24 to offer self-guided tours that empower prospects to schedule apartments tours on any day of the week and any time of day or evening.

"We find that most of our prospects are incredibly busy and don't have time to arrange tours or visit properties during regular business hours."

"We need a way to let people discover our community, instantly schedule a tour, and visit at their convenience. We knew that if we made people wait to schedule tours, they would most likely find somewhere else to live."

Tour24 has made it possible for us to take all of the stress out of scheduling tours, which has created a much better user experience and increased our occupancy rate. It has truly been a win-win for everyone."

Tandi Tucker Toni

Marketing Director,
Berkshire Residential Investments

One of the most important parts implementing any new technology is how easy it is to install and get up to speed. Not only is it easy to add Tour24 to existing technology stacks, but the company also provides white-glove service with training and support.

"The implementation was just as crucial as the technology itself, and Tour24 delivered on both fronts. From setup to ongoing support, the Tour24 team proved to be a true ally in the process."

Crystal Tolen

Regional Vice President,
Case & Associates

Tour24 isn't just built for operators, it's designed to optimize the prospect journey. With no hand-holding required, prospects enjoy a seamless, self-guided tour experience on their schedule, while the technology ensures a consistent and engaging journey every step of the way.

What Prospects Say

Of course, the most important thing is to ensure that prospects have a positive and flawless experience when using Tour24. Thousands of prospects have shared positive feedback about the company, and online reviews encapsulate why Tour24 is changing the game when it comes to self-guided tours.

"I really appreciated how easy and convenient the self-guided tour was. It gave me the freedom to explore the unit on my own time and really envision myself living there. The apartment was clean, modern, and exactly what I was looking for. The process was seamless from start to finish, and I felt confident moving forward after seeing it in person. Without a doubt, one of the best touring experiences I've ever had!"

Tour24: The Trusted Leader in Self-Guided Touring Technology

Tour24 helps operators meet renters expectations while boosting efficiency and NOI (Net Operating Income). It's the trusted, scalable solution for modern leasing.

Tour24 Success Metrics Q2 2025:

58%

of tours took place outside of business hours

82%

of tours were same-day tours

58%

of tours occurred within 1 hour of scheduling

28%

of tours occurred on Saturday

Tour24 key benefits include:

Immersive Audio-Visual Tours - Engaging, high-quality self-guided tours that showcase amenities, key features, and apartments.

Flexible Self-Guided Touring - Prospects can tour anytime, even after hours - no complicated scheduling or staff needed.

Secure ID Verification - Robust identity checks ensure only qualified prospects access the property.

Seamless Integration - Connects with PMS, CRM, AI, and access systems to streamline operations.

Proven ROI - Boosts traffic, cuts staffing costs, and drives more leases with measurable results.

Why Self-Guided Tours Matter

Self-guided tours empower leasing teams by letting technology lead the way - saving time, increasing efficiency, and meeting modern prospect expectations. But not all self-guided tours are created equal. Here's what sets Tour24 apart as the leading PropTech solution:

Vacant Unit Management (VUM) - Operators can seamlessly add vacant units to the tour path providing prospects with a complete and immersive self-guided touring experience.

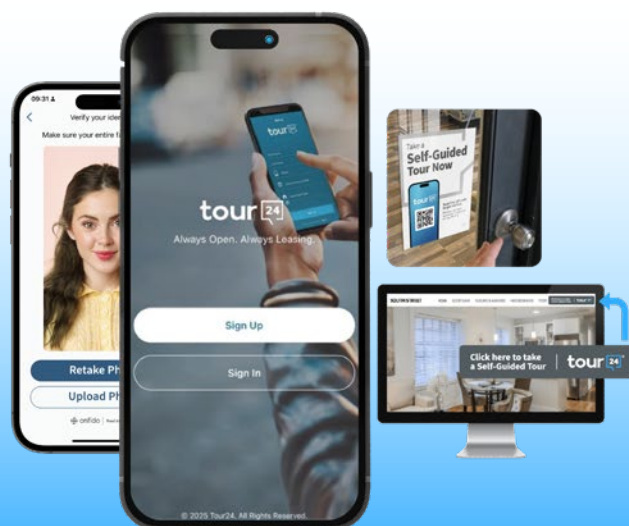
Wayfinding - A "Blue dot" tracking technology gives leasing teams real-time visibility into where prospects are, go, and how long they spend at each stop.

TourNow! - 20% of self-guided tours start within one minute of scheduling. This powerful feature gives prospects immediate access to tour a community - eliminating wait times and maximizing convenience.

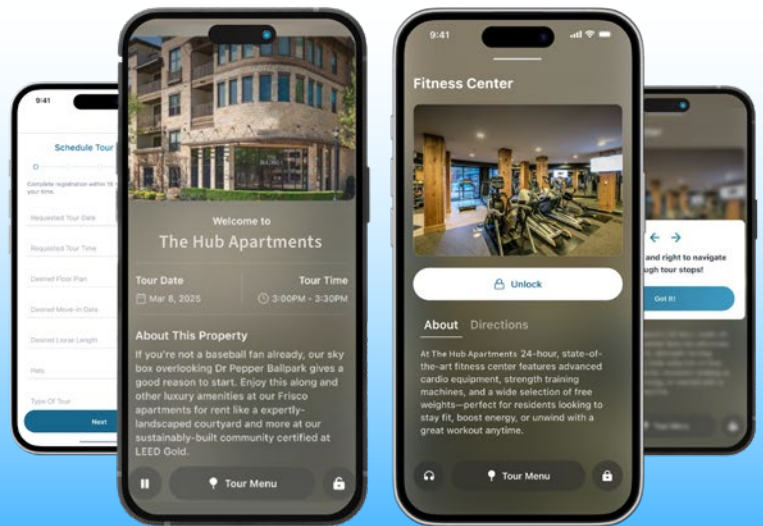
Tour24 Explore - An admin portal that tracks tour behavior at both the property and portfolio level, surfaces insights on prospect engagement, helps optimize leasing strategies to drive conversions, and much more.

Self-guided tours are no longer "nice to have" - they solve a real problem in multifamily that allows operators to schedule more tours, achieve higher conversion rates, and reduce staff burn-out. This empowers property management companies to recover missed revenue, scale teams more efficiently, and optimize NOI.

Register. Schedule. Tour.



Easy to Turn On. Built to Fit.



The Importance of Self-Guided Tours - Northern California Market

The Northern California market presents unique challenges and opportunities for multifamily rentals. Here are some reasons why self-guided tours are especially important in this region:

High Demand for Flexibility: Northern California is known for its dynamic and diverse population, with many individuals working in tech, healthcare, and other demanding industries. The flexibility offered by self-guided tours is particularly appealing to these busy professionals, allowing them to schedule tours at their convenience.

Competitive Rental Market: The rental market in Northern California is highly competitive, with properties vying for the attention of potential renters. Self-guided tours provide a competitive edge by offering a modern and convenient touring option that appeals to tech-savvy prospects.

Enhanced Leasing Experience: In a region where customer experience is paramount, self-guided tours create a more relaxed and personalized leasing experience. Prospects can take their time to explore properties and make informed decisions, leading to higher satisfaction and increased lease conversions. Efficiency and Cost Savings.

With the high cost of living and operating in Northern California, property management companies are always looking for ways to optimize their operations. Self-guided tours reduce the need for staff involvement, leading to cost savings and increased efficiency.

Self-guided tours represent a significant advancement in the multifamily rental industry, offering flexibility, convenience, and enhanced leasing experiences. Tour24 stands as a trusted leader in self-guided touring technology, providing seamless audio-visual tours, secure ID verification, and convenient tour options.

In the competitive and dynamic Northern California market, self-guided tours are especially important, catering to the needs of busy professionals and optimizing leasing operations. By embracing self-guided tours, multifamily properties can both optimize their operations and provide exceptional experiences for their prospects.

**Click here to
Book a demo**

The logo for tour24, featuring the word "tour" in a sans-serif font and "24" inside a blue speech bubble icon.