



Stories you take with you.

AIMCO Apartment Home Tours

Corporate Headquarters Denver, Colorado

Background



Apartment Investment and Management Company (AIMCO) operations includes 233 communities in 23 states—ranging from affordable to luxury apartment homes. They sought to offer prospective customers a means to tour the communities at their own pace and interest level—to support/enhance the leasing staff's sales efforts by offering an alternative to person-led property tours.

Scope



The initial scope included seven properties, each categorized for its resident lifestyles—broadly and refined. Both standard amenities (e.g., Fitness Center, pool) and unique features (e.g., hair salon, restaurant) were addressed, providing information as well as an invitation to explore the spaces. The tone was determined to match the community lifestyles in a light and humorous way, while constantly supporting the message of committed service.

Results



Seven diverse community tours (as of 2014 now at 55 and counting) welcome and introduce prospective customers to AIMCO communities. Q Media worked with the client to develop an array of appealing, humorous, and informative “co-hosts.” Through banter and dialogue, the hosts provide information, bring the community to life, and help the visitor “see themselves” in their soon-to-be new home.



Client Feedback

I want to thank you and the rest of the Q Media team for your outstanding work developing the concept and content for our property-wide audio tours. You exceeded our expectations and delivered engaging, informative, and most importantly effective tour content, providing a great tool for our staff and a great experience for our customers. ... We made the right decision when we selected Q Media for this project. Beyond your obvious skills and experience with production and your guidance selecting an appropriate platform provider, you also fit well with us, reflecting our core values—integrity, respect, collaboration, customer focus, and performance—with your commitment to AIMCO's unique needs and future goals. You're also a lot of fun. We wish you much continued success.

Keith Dodds
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AIMCO



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